

Use this as your checklist of things to double check before you send out your letter to the high school.

- Find out when and where the prom is – be very well informed
- If there is a theme, be aware of that theme.
- Find out who is responsible for the Prom – is there a Prom committee?
- Is there an After Prom event?
- Who is the Faculty Advisor?
- How often do they meet?
- Who makes the final decision?
- Either call or send your letter to the school principal, faculty advisor, Prom committee, after prom committee and Student Body officers. The more people who see your letter the more people will be talking about the letter and therefore your store. One group may not be interested, but then one of the other groups may be interested in sponsoring your visits to the school.
- Do not just wait for them to call you. Plan an adequate time for your letter to be seen and read, and then start making the follow up calls yourself. It is in your best interest for this to be successful for you.
- Try to schedule more than one day to come. Allow for those who did not plan or did not bring their money.
- Customize your approach by school. If the band is important in you area, find students to be your ambassadors. Use the same strategy with any other groups which are important within the school