

Hebrew Institute of White Plains Testimonial Dinner Personal and Business Ad Frequently Asked Questions:

1. **Q: I want to place a personal greeting ad and go to the dinner but I can't afford a package that includes an ad and tickets. What are my options?**

A: You can purchase an ad and tickets separately or if an HIWP member, earn dinner tickets.

2. **Q: How can I earn dinner tickets?**

A: Current HIWP members can receive two tickets by taking a personal ad of \$750 or more OR by soliciting \$750 in business ads. Former or non-members are not eligible to earn tickets through ad solicitation.

3. **Q: Can I combine my personal greeting with the solicited business ads to total \$750 for earned tickets?**

A: No. Personal Greeting ads and Business ads cannot be combined.

4. **Q: Do I have to be a member to get tickets?**

A: No. Non-members can purchase individual tickets for \$180 each. Or they can place a personal ad of \$750 or more and receive the two tickets that come with that level of sponsorship.

5. **Q: Do Business ads come with dinner tickets?**

A: No. Businesses that place ads have their own set of benefits (see separate business ad materials) and are not entitled to dinner tickets. However tickets may be purchased separately.

6. **Q: If I am a member and I place a Gold or Platinum ad for my business, can I earn tickets?**

A: Yes! As a member you can receive tickets through "self-solicitation".

7. **Q: If I am a member and I place an ad for my business for \$750 or more and also purchase a personal ad of \$750 or more, do I qualify for 4 earned tickets?**

A: Yes! An HIWP member who solicits \$750 in business ads and also purchases a personal ad costing \$750 or more will receive a total of 4 tickets.

8. **Q: If I am a member and I place a Silver or Bronze ad for my *business*, can I combine that business contribution with other business solicitations I make to reach the \$750 required for earned tickets?**

A: Yes! A total of \$750 in business ads is required for members to receive 2 tickets.

9. **Q: I have solicited a business but the business does not want to purchase an ad; it just wants to make a donation for less than \$360. How will that donation be handled?**

A: The business will be listed in the business directory index only but will not appear on the website crawl.

10. **Q: Can I use the donation of \$359 or less from a solicited business towards the \$750 for earned tickets?**

A: Yes! This donation can be used to reach the \$750 requirement for 2 tickets

11. Q: How do I ensure I get credit for the business solicitations?

A: Be sure to include your name on the Business Ad Form in the designated field, and whenever possible, collect the payment. Simply leaving a blank form does not ensure you will receive credit for it.

12. Q: What happens when two or more people solicit the same business?

A: Many of the repeat ads have a solicitor who calls on them year after year and we try to keep a record of who will be soliciting what businesses in order to avoid multiple requests to the same vendor. If a new business or an uncommitted vendor is solicited by two different members, the one who returns the form with a check is the one who closed the deal and will receive the credit.

13. Q: I want to include my business information in my personal greeting. Does my business get listed in the business directory index?

A: No. Personal and Business ads cannot be combined.

14. Q: I want to include a personal greeting to the honorees in my business ad. Will my greeting be included in the digital journal slide show that will be shown at the Dinner?

A: No. Business ads will not be shown in the personal greeting slide show at the Dinner, nor will they be included in the digital journal link that is sent to the Congregation. Business ads will appear in the printed Membership Directory only.

15. Q: Is there a limit to how many tickets a member can earn?

A: No, there are no limits on how many tickets can be earned. For example, a member can place a gold page personal ad, which included 2 tickets and solicit \$750 in business ads and receive 2 more tickets to distribute as they wish.