

# JEFFERSON COUNTY TOYS FOR KIDS

Jefferson County Toys for Kids is a non-profit organization that has served Jefferson County for over 25 years. Toys for Kids provide toys to children in need at Christmas time. Each child registered is able to receive one toy at an average cost of \$30 dollars and a stocking stuffer at an average cost of \$5-\$10, which can also include a toy, blanket, or clothing item. Last year our organization was able to help over 700 kids. Our goal is to continue and exceed the previous year, so more families can benefit from our service.



In the past age limits for children to qualify for our service was birth to fourteen. This year we are expanding the ages from birth to seventeen, in hopes of reaching more families.

There are two different ways to qualify for Toys for Kids, 1) Parent, or legal guardian must have a valid medical card for the child/children; 2) Completed referral form from a teacher, police officer, or pastor.

The toy giveaway day will be Saturday, December 9th. We are still looking for a location for our giveaway day this year, as we need a lot of space for all of our toys.

Dates and times for registrations and giveaway day location will be posted on our Facebook page.



**PLEASE SUPPORT TOYS FOR KIDS**



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On Sunday, November 5th we will be having a chicken dinner fundraiser at the Elks Lodge. This event is open to the public. Tickets are \$10 for adults and \$6 for children ages 6-12, children under 6 are free. A ticket includes fried chicken, sides, a drink and a chance to win a \$100 Visa gift card. We will also have desserts available with a donation, 50/50 and a lot of wonderful auction items.

Because we are a non-profit organization we are always greatly appreciative of any help we can receive. This includes toy donations, monetary donations, raffle items and baked goods for our fundraiser and any assistance with volunteering.

Please find us on Facebook at Jefferson County Toys for Kids. You can also reach us at 618-315-0170, or mail at

**JEFFERSON COUNTY TOYS FOR KIDS**  
P.O. Box 277, Mt. Vernon, IL 62864.

PEACOCK PRINT & MARKETING PRESENTS

## INK LINK

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### Five Ways to Win Big at Small Talk

On a scale from one to ten, how good are you at chitchat? The last few months of the year offer more opportunities for small talk than perhaps any other. Football parties, trade shows, work events, holiday soirees—there are so many chances to make new connections, build relationships and talk about the weather.

If small talk is not your thing, no worries. Improve your chatting skills with these five tips.

- 1 Plan something to talk about.** Move beyond the forecast and bring three things you can discuss in a friendly manner (meaning, ix-nay controversial subjects). The worst time to think of something to talk about is when you have nothing to talk about. Need ideas? Scan Facebook, turn on a news channel or listen to NPR.
- 2 Ask questions.** Most people like to talk about themselves, so asking questions usually works well. If you're with someone who's particularly hard to engage, try giving options: "Are you traveling for Thanksgiving or staying home?" Stay away from yes/no questions—they lead nowhere.
- 3 Comment on the setting.** Maybe the music is nice or the food is delicious or the venue is beautiful. The one thing you have in common with everyone there is, you're all there. If you experience a lull with nothing left to say, look around. Any discussion starters?



- 4 Sincerely compliment people.** It could be the color she's wearing, the cool tie he's sporting, her hair or his watch—if you notice something you like, say it. A sincere compliment is always welcome.
- 5 Make a clean getaway.** Sometimes a conversation has reached an end or you're not connecting with that person. Use the words, "I need." "I need to get a bite to eat." "I need to touch base with my husband." Followed with a "nice to chat with you," this is typically a natural way to end a conversation.

#### IT'S WHAT'S INSIDE >>>

- Get the Party Started with Spooktacular Halloween Treats
- Proof It — Five Ways to Spot Typos and Grammar Goof-ups
- What You Need to Know About Direct Mail and Millennials





# PROOF IT

## Five Ways to Spot Typos and Grammar Goof-ups

Proofing anything from your print-ready file to a blog post requires an eagle eye, concentration and some good old-fashioned common sense. It doesn't hurt to have a few helpful hints from professional proofreaders as well. Here are five things to keep in mind the next time you're on the hunt for typos and errors.

- 1 Try proofing on paper.** People read differently on screen and on paper, so print out a copy of what you're proofreading. Also, if you read aloud, your ear might catch errors that your eye may have missed.
- 2 Read it backwards.** When you proof your own work, you often become blind to your own mistakes since the brain automatically corrects wrong words inside sentences. In order to break this pattern, read the text backwards.
- 3 Watch out for homonyms.** Homonyms are words that share the same spelling or pronunciation, but have different meanings. Switching *accept* with *except* or *complement* with *compliment* totally changes what you're communicating.
- 4 Pay attention to punctuation.** Be especially careful with contractions and apostrophes, which tend to trip people up. Common mix-ups include *its* and *it's* or *your* and *you're*—brush up on grammar rules if you have questions. Even little mistakes can hurt your credibility. Also, remember that the apostrophe is never used to form plurals.
- 5 Borrow someone else's eyes.** Once you proof something yourself, recruit a coworker or friend to do the same—you'll be amazed at what they find. A fresh set of eyes will spot the errors that your eyes (and brain) have glossed over.

# What You Need to Know About Direct Mail and Millennials

The common perception is that Millennials are glued to their phones and other digital devices, which has driven companies to spend more and more marketing dollars on digital media and advertising. But according to research by US Presort, that's a misconception.

The direct marketing company reviewed data about how Millennials engage with digital versus offline marketing campaigns and found that they are indeed responsive to direct mail and print media. For example, 84% of Millennials look through their mail on a regular basis, and Millennials are more likely than other generations to share what they see in the mail with others.

If you're targeting Millennials, recent studies show that direct mail should be an integral part of your marketing strategy.

**MYTH:** Millennials don't respond to direct mail.

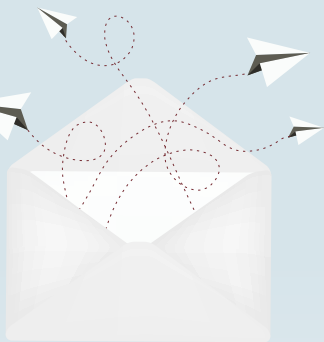
**TRUTH:** In 2014, 28.9 million Millennials made a purchase from a catalog, despite the fact that they are typically not the target audience for any type of direct mail campaign.

**MYTH:** Millennials are glued to their phones.

**TRUTH:** They make up about 31% of magazine readers and 20% of newspaper readers. Half of Millennials surveyed said they ignore digital ads, but only 15% said they ignore direct mail.

**MYTH:** Millennials think direct mail is unreliable.

**TRUTH:** Studies have shown that 90% of people ages 25 to 34 find direct mail reliable and 87% like receiving it.



Did you know that physical print ads are easier for our brains to process than digital? There is a 70% recall for print ads and 20% less cognitive effort for processing print media.

# Get the Party Started with Spooktacular Halloween Treats

Throwing a monster bash this month? Here are three quick and easy party foods to get you and your guests into the spirit of things.

## BOO-RIFIC CHOCOLATE-DIPPED STRAWBERRIES

- 30 fresh strawberries
- 8 ounces white baking chocolate, chopped
- 1 teaspoon shortening
- 1/8 teaspoon almond extract
- 1/4 cup miniature semisweet chocolate chips

1. Wash strawberries and gently pat with paper towels until completely dry.
2. In a microwave-safe bowl, melt white chocolate and shortening; stir until smooth. Stir in extract.
3. Dip each strawberry in chocolate mixture and place on a waxed paper-lined baking sheet, allowing excess chocolate to form the ghosts' tails. Immediately press chocolate chips into coating for eyes. Freeze for 5 minutes.
4. In a microwave-safe bowl, melt remaining chocolate chips, and stir until smooth. Dip a toothpick into melted chocolate and draw a mouth on each face.

For a different variation, decorate chocolate-dipped strawberries with black and orange sprinkles, or add food coloring to the melted chocolate mixture to create autumn colors.



## WORDS TO LIVE BY

*There is a child in every one of us who is still a trick-or-treater looking for a brightly lit front porch.*

—ROBERT BRAULT

## DEVILED EGG EYEBALLS

For a spooky spin on a crowd-pleasing party treat, make your favorite deviled egg recipe. Then:

1. Top with sliced green or black olives with small pieces of pimiento in the middle to create the "pupil."
2. Dip a toothpick in red food coloring to create a bloodshot effect.
3. You can also add a few drops of food coloring to the yellow yolk mixture to create a soft green color for your "eyeballs."



## OOZING MONSTER APPLE MOUTHS

This is quick and easy! You just need apples, peanut butter and marshmallows.

1. Cut an apple (red or green) into eight slices. Rub with lemon to keep them from turning brown.
2. Spread creamy peanut butter on one slice and dot with mini marshmallows, flat side down.
3. Spread peanut butter on a second piece of apple and place on top of the marshmallows to complete Frankenstein's smile. If you want an oozy, gooey smile, spread the peanut butter on thick.



## SOMETHING TO THINK ABOUT

Halloween is the 2nd most commercially successful holiday, right after Christmas. Consumers spend over \$2.5 billion during Halloween on candies, costumes, decorations and parties.

## Five Nuggets About Candy Corn

- 1 More than 35 million pounds of candy corn are made each year.
- 2 Candy corn has had the same recipe (sugar, corn syrup and marshmallow) since 1900.
- 3 Candy corn contains less sugar than raisins and just 3.6 calories per kernel.
- 4 In the early days, each piece of candy was made by hand.
- 5 Brach's is the top branded retailer of candy corn.

