



## TEAM Campaign Tips Sheet and Incentive Information

Carrying out a successful giving campaign can be easy and fun. Remember, **you know your coworkers best!** What may not work one place may be a hit in another. Do what you think is best for your site. A few ideas include:

1. **Involve leadership and other staff.** The campaign will be more fun when you have some help.
2. **Set a campaign goal for your site.** When a campaign goal is set, employees feel as though they are helping reach that goal with their pledge.
3. **Publicize the campaign.** Employees won't give to a campaign if they don't know it is happening or if they are not asked. Make the campaign a big deal—announce drawing prizes, use posters, send e-mail blasts, or whatever works for your site. Keep everyone tuned in. You can even start creative competitions between groups. The more fun the campaign is, the more participation you will get.
4. **100% ask and 100% follow-up.** Make sure that 100% of employees are aware of the campaign and how to make a donation. A face-to-face ask (like during an all-staff meeting) is always the most effective. You might recruit a few fellow employees to help you follow up with those you may not come into contact with.
5. **Say thank you!** Every dollar raised makes an impact, and every donor deserves to be thanked. Each thank you makes the campaign more memorable, and it will make next year's campaign easier and even more successful.

### Top 3 donor Incentives:

- The top overall donor from each of the following categories will receive a GRAND prize! (three winners total):
  - o Classroom teacher
  - o Support staff
  - o Central Office/Administration/School Leadership/Operations/Other

### TEAM Captain Incentives:

- Whataburger meal coupon
- RIVERSPORT Adventure Day Pass
- Raising Cane's Free Box Combo card

### Weekly drawings will be performed by the Foundation for those who give each week and sent through campus mail:

- o SONIC \$25 Gift Cards
- o RIVERSPORT Adventure Day Passes (\$100 value)
- o Raising Cane's Gift Baskets (\$100 value)
- o Whataburger meal coupon and Raising Cane's Box Combo card

**Other tips for fundraising and increased participation:**

**Tickled for Teachers Photo Booth:** Set up your own photo booth. Schedule set times to take pictures of teachers, classes, and coworkers. Everyone photographed is asked to make a donation so they can be sent their pictures via email. You could even include parents, so that they can take pictures and make donations.

**Cupid and Candy Gram:** Set up a candy gram service for Valentine's Day. Use Valentine's Day cards and students, teachers, and other staff members to send candy grams across the school. To make this more fun, dress up like cupid.

**Hearts for Change:** Collect change in milk jugs. The first three schools to fill their three milk jugs will win a prize. Be sure to decorate your milk jugs to promote giving.

**We Love Teachers S'more:** Make and sell s'more marshmallow pops or s'more packets (for \$1.00 each)

**Love of Jeans Day for Staff:** Donate \$5 to be able to wear jeans every Friday during the campaign.

**Out of Uniform Day for Students:** Allow students to pay \$1 to be able to opt out of wearing a uniform one day per week (i.e., every Friday) during the campaign.

**Cupids Challenge:** Set up a jar or dish with candy and let anyone who has turned in their pledge card guess how many pieces of candy are in the container. The person who guesses the closest to the correct answer wins the candy.

\*Be sure to send pictures to [team@okckids.com](mailto:team@okckids.com) so we can showcase your school.