



TEAM Campaign Tips Sheet

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.

Incentives:

\$100 Huntington Gift Cards: Everyone who signs up for a reoccurring payroll deduction will be entered to win one of fifty \$100.00 gifts cards from Huntington Jewelers.



School visit from the Dodgers Mascot: The Dodgers Mascot will visit the top three schools. This will include photos and other media opportunities.



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 graham service for Valentine's Day. Use the Valentines templates provided and allow students, teachers, and other staff members to send candy grahams 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. Some cutouts have been provided in your team captain bag.

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

Can you Spare a Dollar? Sign-up and Treat: *See Example Below* (Thanks, Adams Elementary for sharing!)

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 and possibly a gift card.

Ways to Use Gift Card Incentives to Increase Participation

1. Have a drawing. For everyone who has turned in their pledge card by a certain date they are entered into a drawing to win.
2. Have a quarter raffle. For every quarter someone puts into a milk jug, they can put their name on a card to be entered to win a gift card.
3. First 3 people to turn in their pledge card get a gift card.

*Be sure to send pictures to team@okckids.com so we can showcase your school.



Can You Spare a Dollar?

TEAM, let's continue our support for the OKCPS Foundation!

You have already been SO generous! Let's keep the TEAMWORK going!

Leave a dollar (or more), sign a line, then help yourself to a treat!

1. *I will start you off.* _____

2. *I'm happy to give you a dollar.* _____

3. *A dollar won't break me.* _____

4. *A dollar is not very much.* _____

5. *I just can't say no.* _____

6. *Well since it's you.* _____

7. *What's a dollar between friends?* _____

8. *I'll gladly give you a dollar!* _____

9. *My dollar is for a good cause.* _____

10. *My dollar helps reach the goal.* _____

11. *I wish I could give more.* _____

12. *What's one less in my wallet?* _____

13. Count on me for a dollar! _____

14. Sure, I'll give you a dollar! _____

15. I'm always glad to help. _____

16. I can't say no to a friend. _____

17. A dollar from me to you! _____

18. Don't leave me out! _____

19. I can't spend more than \$1.00. _____

20. I borrowed this for a good cause! _____

21. One more for you! _____

22. Will \$1.00 help? _____

23. I'm happy to give a buck! _____

24. Add this to your pile! _____

25. Congratulations, you're #25! _____

Thank you for your support!

Your dollar counts!!!

You can still make a pledge to the TEAM Campaign with
a one-time contribution or payroll deduction
and be entered for this week's door prize drawing for

a RiverSport Day Pass