

I. D. CAMPAIGN CHAIRMAN'S
FY20 GUIDE

ALABAMA
KNIGHTS OF COLUMBUS

ANNUAL CAMPAIGN
TO BENEFIT
PEOPLE WITH
INTELLECTUAL
DISABILITIES

INTRODUCTION

The primary source of funds for the Intellectual Disabilities (I. D.) Foundation of the Alabama State Council of the Knights of Columbus which benefit these individuals in Alabama is our annual I. D. Campaign which is held each year in October. This is the biggest and most visible community activity of the Knights throughout the United States and in Alabama. All Councils are **strongly encouraged** to participate in this activity. Councils are responsible for purchasing all of the items needed to conduct their campaign using their own funds. Expenses for items used in the campaign can be deducted from the gross income obtained from the campaign. Gross Income is defined as income derived from all sources where the name of the Intellectual Disabilities Drive was used. Gross income, minus expenses, is defined as the Council's Net Income.

The following describes committees that should be established prior to the campaign to ensure that all areas are properly coordinated in order to have a successful event.

AUDIT AND INVENTORY COMMITTEE

Having all materials prior to September 29th, is essential. Ordering and receiving campaign materials late can critically hinder a campaign's success.

The responsibility of the Audit and Inventory Committee is to review the number of boxes of Tootsie Rolls on hand from last year, identify the quantity needed for the campaign (base this estimate on the quantity used last year), and order ample stock. The committee will also determine the condition of the aprons, have those that are repairable, fixed, and order additional aprons, as needed. Candy and aprons must be ordered no later than August 23rd. Order forms for both items are found in the I. D. Chairman's Packet. **Your Grand Knight, District Deputy, and State I. D. Campaign Chairman also have these forms and all other Campaign literature if you need additional copies.** In addition, all of the Campaign literature and forms are located on the Alabama State Council's website at **www.kofc-alabama.org** under Life; Intellectual Disabilities.

Unopened cases of Tootsie Rolls totaling no more than ten percent (10%) of the total order may be returned to the manufacturer. However, no candy may be returned after 60 days from the date of the invoice. **You are strongly encouraged to bring any leftover boxes of Tootsie Rolls with you to the State Convention or send them to**

**Pastor of St. Margaret's Catholic Church,
52 South Wintzell Ave.,
Bayou La Batre, Al. 36509**

soon after your campaign as possible and before May 1st so that the Archbishop of the Mobile Diocese can distribute them during the Blessing of the Fleet parade in May. You can also bring unused boxes or cartons to the midyear meeting in January and to the convention in April.

The Audit and Inventory Committee will count the money that's collected during the campaign, deposit the funds, and request the council Financial Secretary to produce a voucher for

your Treasurer who will make out a check for the net amount and submit it and Form One along with Pass Through funding information within thirty days of the Campaign to the State Treasurer with a copy of the form to the State I. D. Campaign Chairman and your District Deputy.

LOCATIONS COMMITTEE

The locations committee should ensure that your council's manpower resources are located in the most productive spots in your area during your campaign. The committee should conduct surveys and/or review past campaign data to determine the best location. Consider intersections, shopping centers (especially those with K-Marts and Wal Marts), malls, parks and recreation areas, community booths, high school and college football games and sporting and racing events, downtown areas, etc. Each council has different solicitation opportunities which are limited only by your imagination. **REMEMBER** - accessibility to large numbers of the public is essential.

Secure WRITTEN permission from your local police department if you solicit at intersections and/or from the stores' managers. Work up a simple permission form to be signed by each merchant. Secure this WRITTEN permission by **September 2nd**. This is essential in order to avoid conflicts with other organizations who might also want to solicit funds on the weekend of your choice. Work with the Publicity Committee and concentrate publicity in your areas of solicitation. At least two weeks before your campaign re-contact the manager(s) of the store(s) you previously contacted to be sure you still have permission to solicit there. Managers can change (especially at Walmarts) and/or they need to be reminded of the dates you'll be soliciting in front of their store so you don't surprise them when your workers show up.

ADVANCED SALES/DONATIONS COMMITTEE

This committee is responsible for selling boxes of Tootsie Rolls to, and/or soliciting donations from professional people, organizations, companies, banks, churches or from any source where you feel it is possible to receive donations in advance of the actual campaign. Successful advance sales and donations can add significantly to your total campaign income.

A good source of businesses for the advanced sales is the yellow pages of the phone book. Send letters of solicitation on your Council's stationary to companies, K of C members who can't work the drive, etc. You can also solicit funds through radio and TV spot announcements.

Your letter asking for donations should be brief and concise. The Council I.D. Campaign Chairman and/or Grand Knight should sign the letter. Be sure to state that the check should be made out to your Council's I. D. Fund. Donation request letters should be mailed by **September 2nd**. Request responses be returned by **October 11th**.

PUBLICITY COMMITTEE

Advertise your Campaign by letting your community know **WHO** you are, **WHAT** the campaign is all about, and **WHO** will receive the proceeds from it. You can do this through posters placed in stores that have given you solicitation permission, newspaper articles and/or photos, a proclamation from the mayor, and local radio and/or television public service announcements. You can also use a proclamation which was signed by the Governor of Alabama. (This year's proclamation will be sent to you in an e-mail from the State I. D. Campaign Chairman.)

You should have your publicity photo taken by **September 2nd** and sent, along with a caption and article on the Campaign by **September 17th**, to your local newspaper. A letter requesting that a spot announcement be aired during the week preceding the Campaign should also be sent to local radio and television stations by **September 16th**.

Examples of publicity photos for your newspaper article include: I. D. Campaign chairman and/or Grand Knight with the mayor who's proclaimed October to be in honor of people with intellectual disabilities in your community, or with the mayor (or local I.D. organization Executive Director) making the first donation for the Tootsie Roll Campaign. The Knights who are in the photograph should be wearing their aprons and holding collection cans. Including people from the local organization that you donate your funds to would also be very effective.

Appendix A contains samples of 30 and 10 second spot announcements that you can use. Appendix B is a template that can be used for the Mayor's Proclamation.

AUXILIARY INTELLECTUAL DISABILITIES CAMPAIGN UNITS COMMITTEE

It is a proven fact that the more people who are involved in your I. D. campaign the greater your success will be. There are many groups in your community who are willing to assist if you only ask them. The Knights of Columbus is the organizer and administrator of this campaign. Outside groups should be asked to participate with the Knights only on the days of the campaign. Make sure that these volunteers completely understand their roles.

The following are organizations this committee should consider to participate in your campaign:

K of C Ladies Auxiliary members

Local Units of the Association for Retarded Citizens, ARC

Organizations to which you contributed support

Youth fellowship groups at your home parish church

Boy Scout and Girl Scout Troops, and K of C Squires

High school and college civic organizations

Newman clubs at local colleges and universities

Community charitable and civic organizations; i.e., Civitans, Kiwanis, Lions Clubs etc.

There are many organizations and volunteers available, all it takes is planning and personal contact. The key is to ask for help and publicize the program. It is important that these volunteer groups be contacted by **September 16th** in order to give them time to contact their members. Assign a Brother Knight to coordinate their efforts on the dates of the campaign. When the campaign is concluded, show your council's gratitude to those who worked it by some token of appreciation such as a plaque and/or spaghetti dinner.

You are reminded of an important requirement and restriction. Our I. D. campaign is conducted and controlled by the Knights of Columbus. The council is responsible for the purchase of all Tootsie Rolls and associated paraphernalia, distribution of these items, site locations, collections of all monies, accounting for all monies, and filling out the necessary reports.

I. D. CAMPAIGN KICKOFF BREAKFAST COMMITTEE (Optional)

The I. D. Campaign Kickoff Breakfast is intended to start your campaign with a "bang". Its goal is to build enthusiasm, generate publicity, and provide for last minute announcements.

By **September 16th** secure a restaurant, coffee house, your council home or a cafeteria that can accommodate your expected turnout. In order to give the restaurant a seating number, you will need to poll your membership as well as auxiliary groups for confirmation numbers. Each supporting group should be represented.

Invite notables to attend. Breakfast expenses should be picked up for them. Breakfast for others should be at their expense.

Ensure that your publicity committee has set up local newspaper or television coverage of your breakfast.

Lengthy speeches are not needed at such an early hour, but brief comments from key organizers should be on the agenda. Schedules for the complete weekend should be available for all.

DEPOSITING FUNDS

Your I. D. Campaign packet contains the form which is to be used for reporting and depositing your Council's Net Income into the State Council Fund (Form Number 1/Deposit Voucher). All of the council's Net Income (except for pass throughs) must be deposited in the State Council Fund. 80% of this value will be available to the Council for disbursement with the remaining 20% going to the State I. D. Foundation for disbursement at our convention in the April/May time frame.

Send Form 1 to the State Treasurer, documentation required for Pass Through funds reporting along with your check, and send a copy of these forms to the State I. D. Campaign Chairman.

Appendix C contains instructions for submitting the Deposit Voucher.

WITHDRAWAL OF COUNCIL MONEY FROM THE STATE FUND

Form 2 (Withdrawal Voucher) is also part of your packet and is used for withdrawing funds for distribution to local I.D. organizations. Monies can only be withdrawn by submitting this form to the State Treasurer. Funds can be withdrawn for more than one organization on the Withdrawal Voucher. The voucher requires the signature of the Grand Knight and/or Financial Secretary. Please be sure to send a copy of this form to the State I. D. Campaign Chairman for his files.

Upon receipt of this form, the State Treasurer will write checks to the organization(s) identified on it and will send them to the Grand Knight for distribution.

Once the Grand Knight receives the check(s) he should set up a time and place for presentation to the receiving M.R. organization(s). This provides the opportunity for post campaign follow-up publicity photos and a newspaper article on campaign results and distribution of campaign proceeds.

Appendix D contains the instructions for submitting the Withdrawal Voucher.

APPENDIX A

SAMPLE OF A 30 SECOND SPOT ANNOUNCEMENT

DURING OCTOBER THE ALABAMA KNIGHTS OF COLUMBUS WILL CONDUCT A (1, 2, OR 3) DAY CAMPAIGN TO RAISE FUNDS FOR PEOPLE IN OUR COMMUNITY WHO HAVE INTELLECTUAL DISABILITIES. YOU CAN SUPPORT THIS WORTHWHILE EFFORT BY MAKING A DONATION. YOUR CONTRIBUTIONS WILL HELP IMPROVE THEIR EDUCATION AND LIFE STYLES. SHOW THEM THAT YOU CARE BY MAKING A DONATION TO MEMBERS OF THE KNIGHTS OF COLUMBUS WHO WILL BE LOCATED AT THE FOLLOWING STORES..... or send your donation to

SAMPLES OF 10 SECOND SPOT ANNOUNCEMENTS

SPOT ONE

HELP PEOPLE WITH INTELLECTUAL DISABILITIES IN ALABAMA BY SUPPORTING THE KNIGHTS OF COLUMBUS DURING THE MONTH OF OCTOBER BY SENDING A DONATION TO

SPOT TWO

JOIN THE ALABAMA KNIGHTS OF COLUMBUS IN THEIR EFFORTS TO HELP PEOPLE WITH INTELLECTUAL DISABILITIES. SUPPORT THEIR CAMPAIGN BY SENDING A DONATION TO.....

SPOT THREE

CITIZENS OF ALABAMA WHO HAVE INTELLECTUAL DISABILITIES NEED YOUR SUPPORT. YOU CAN HELP THESE DESERVING PEOPLE BY SUPPORTING THE KNIGHTS OF COLUMBUS I. D. DRIVE IN COMMUNITY ON(DATES) OR BY SENDING YOUR DONATION TO

SPOT FOUR

THERE ARE MANY PEOPLE WITH INTELLECTUAL DISABILITIES IN ALABAMA WHO NEED YOUR HELP. PLEASE SUPPORT THEM BY CONTRIBUTING TO THE KNIGHTS OF COLUMBUS ON THE DAYS OF OR BY SENDING YOUR DONATION TO

APPENDIX B

MAYOR'S PROCLAMATION EXAMPLE

WHEREAS, in America, millions of people with intellectual disabilities and their families rely on the support and understanding of others; and

WHEREAS, extensive assistance is needed to help many of these individuals reach their goal of self determination; and

WHEREAS, advocacy associations have been established at local, state and national levels that provide guidance on education and training, health, recreational, legal and employment issues; and

WHEREAS, the Knights of Columbus, a Catholic fraternal organization, has adopted people with intellectual disabilities as a special project for concern and assistance; and

WHEREAS, through their annual campaign, the Knights of Columbus Councils in Alabama solicit donations by conducting various fund raising activities during the month of October; and

WHEREAS, over the last 41 years they have collected almost \$5.5 million to assist Alabama citizens with intellectual disabilities,

WHEREAS, the entire proceeds of their Campaign are donated to community nonprofit agencies servicing children and adults with intellectual disabilities:

NOW THEREFORE, I _____, Mayor of _____ do hereby proclaim October as Knights of Columbus Awareness Month of People with Intellectual Disabilities, and in commemoration of this humanitarian project, urge all citizen to support this special event,

Dated this _____ day of _____, 2019.

Mayor

APPENDIX C

INSTRUCTIONS FOR SUBMITTING DEPOSIT VOUCHER (FORM NUMBER ONE)

1. Insert the required information on lines 1 through 9. Note that “pass throughs” (i.e. those funds collected from organizations, such as Walmart, that are required to donate their money directly to a 501C3 charity) are entered in line 8. Also a copy of the pass through check should be submitted along with this form to the State Treasurer and State I. D. Campaign chairman.
2. The Grand Knight and/or Financial Secretary must sign this form.
3. A check for the net amount entered on line 7 must be written by your council Treasurer. Make the check payable to “Alabama K of C I. D. Fund”.
4. Send the Original of Form One, identification of the donating and receiving organizations, a copy of the Pass Through funding check, and your council’s check to the State Treasurer within 30 days of the campaign (name and address are at the top left of this form).
5. Send a copy to the State I. D. Campaign Chairman (name and address are at the top left of form 1) and to your District Deputy
6. Retain a copy for your council's records.

APPENDIX D

INSTRUCTIONS FOR SUBMITTING WITHDRAWAL VOUCHER (FORM NUMBER TWO)

1. Fill out Form 2 by completing all necessary information for each requested withdrawal. (If you're not sure how much money your council has from your previous year's campaign, contact the State Treasurer.)
2. The form must be signed by the Grand Knight and/or the Financial Secretary.
3. Send the original to the State Treasurer (name and address are at the top left of this form).
4. Send a copy to the State I. D. Campaign Chairman (name and address are at the top left of this form).
5. Retain a copy for your Council's files.
6. Send a copy to your District Deputy.
7. Checks will be mailed by the State Treasurer to the Grand Knight for disbursement to the organization to which the money is being donated.
8. Checks will be mailed as soon as possible after the State Treasurer receives the withdrawal voucher.