

**Checklist
For The
2022 Fraternal Year
Campaign for People with
Intellectual Disabilities**

PRE-CAMPAIGN ACTIVITIES

_____ 1. Read "I. D. CAMPAIGN CHAIRMAN'S GUIDE". (AS SOON AS POSSIBLE)

_____ 2. Identify council members who will be responsible for the following subcommittee activities: (AS SOON AS POSSIBLE)

- a. Audit and Inventory
- b. Solicitation Location Identification and Permission
- c. Advanced Sales/Donations
- d. Publicity
- e. Phone Committee (K of C council members)
- f. Phone Committee for other (Non-Knight) helpers
- g. Kickoff Breakfast (Optional)

_____ 3. Check condition of aprons; repair as necessary. If you will distribute Tootsie Rolls and need less than the minimum order of 18 boxes have your District Deputy combine orders from other councils. Refer to the Tootsie Roll order form for more details. (Order Tootsie Rolls and aprons before August 27th.) There are no freight charges when you purchase 33 cases or more.

_____ 4. Identify the dates for your campaign. (As soon as possible.) The suggested date is the weekend of Columbus Day (i.e. October 9th and 10th, Saturday and Sunday). You should also strongly consider working Friday evening (October 9th) and Monday (October 11th) since Columbus Day is a holiday for many. Be careful that you don't overwork your council members.

_____ 5. Identify method of soliciting as dictated by local regulations. (As soon as possible.)

- a. Stand on street corners.

This has been found to be the best method if your local police department will allow it. Acquire permission from your local police dept. (AS SOON AS POSSIBLE before Sept. 3rd .

Be prepared to give them your campaign dates.

- b. Stand in front of shopping centers, stores, flea markets. (K-Mart's, Wal-Mart's, SAM's, Kroger's, and Dollar General Store's, are excellent locations). This is the next best method.
 - i. Get permission from store managers. (As soon as possible but no later than Sept. 3rd) Emphasize to the store manager that this is a low key campaign. i.e. Knights will be giving away Tootsie Rolls and asking for donations in return. You will NOT block the door ways into or out of the store. You will NOT harass the customers. You WILL state who we are (Knights of Columbus) and why you're there (to solicit funds for people with intellectual disabilities). Tell them that 80% of the money will be disbursed to local I. D. organizations and the remaining 20% will be distributed to selected organizations across the state. Be prepared to give campaign dates and times.
 - ii. Identify store captains who will be responsible for soliciting workers and coordinating their support.
 - iii. Have your store captains follow up with a visit to the store or a phone call to the manager at least two weeks before your drive to verify you still have permission to solicit. DON'T ASSUME YOUR INITIAL REQUEST IS STILL VALID. Store managers change, especially at Walmarts.
- c. Sell cartons of Tootsie Rolls to local businesses, to parishioners at church on Sunday for Halloween candy (acquire permission from your priest), to members, and others.
- d. Set up a box of Tootsie Rolls and a collection container (for example, use the plastic box identified in your campaign literature) at your city hall, banks, restaurants, grocery stores, etc. along with a sign asking for a donation. Pick up money every week or more often, as required. Be sure someone in the store is monitoring the candy and money for you. (Sept. 17th or as soon as possible.)

_____ 6. Send letters to local businesses asking them for their support by making a donation to your campaign. (Sept. 3rd) Review the Walmart Matching Funds description if the business must contribute to a 501c3 organization.

_____ 7. Call your local newspaper and set up a publicity photo session with your campaign chairman and/or Grand Knight along with a local dignitary (such as the Mayor or a member of the city council or the Director of a local I. D. organization). The picture can show them making the first donation to the campaign. K.C. members in the photo should wear an apron and be handing out a Tootsie Roll. You can also use a photo that you took last year showing a local I. D. organization receiving their check. (Sept. 17th)

_____ 8. Talk up the campaign at your council meetings. Working the I. D. campaign is really very easy for a Brother Knight. All you're asking him to do is spend a few hours handing out

Tootsie Rolls. If nothing else, emphasize the fact that you've ordered several boxes of the candy and they need to be given away.

Most members feel uncomfortable standing in front of a store asking for money, but they usually don't mind giving candy away. Once they're at the store they'll become more confident. **Be careful that your workers (especially children) are not too aggressive and cause customer relations problems for the store.**

____ 9. Give each of your store captains a subset of your membership roster (which you can obtain from your Financial Secretary) to identify members to call for volunteers. They should encourage them to volunteer for a particular time (or times), at a particular date (or dates), and at a particular store (or stores). The more people who work the campaign the more money you'll collect. Experience has shown that a busy store or street corner can easily produce as much as \$25.00 an hour per person by simply "giving away" the Tootsie Rolls. A slow location will produce \$10.00 per hour. (Sept. 16th)

Many members feel good about helping out their community such as I. D. organizations and doing it through the K of C. In fact, in many cases, this may be the only activity they will support. So don't neglect calling ALL of your members and asking for their help. Give all of them a chance to support the council.

If a member can't help out during the campaign because of other commitments ask him to donate \$10 or more instead.

Also give your store captains a list of previous Campaign volunteer workers from outside the council. If a list is not available contact the local organizations the council provided funds and ask them if they'd like to help in the collections. Be sure to assign a member to work each shift with one of these volunteers to oversee their activity and collect their receipts.

____ 10. Review volunteer names, locations and times. Make assignments as necessary. Put first time workers with a more experienced person. This makes it easier on an individual to learn the routine and work the location. (Sept. 29th)

____ 11. Be sure your store captains call members and other volunteer workers a week or two before the Campaign reminding them of their commitment. The captains should give the volunteer workers the time, date and location where they will be working and whom they'll be working with.

ACTIVITIES ON THE DAY OF THE CAMPAIGN

____ 12. Deliver the candy, collection containers, and aprons to your workers at their locations when they first arrive at their stores. Give them last minute instructions and reminders about conduct.

____ 13. Pick up money at least once an hour during the Campaign so large amounts don't accumulate and become a potential theft problem. Provide relief for workers as necessary.

____ 14. Count money and deposit it in your bank account as soon as possible either during or after the campaign is completed.

_____ 15. Have Knights stand outside church before and after all Masses on the Sundays before, on, and after the Campaign weekend to solicit donations from parishioners. They should be wearing their aprons. Be sure to get permission from your parish priest.

POST CAMPAIGN ACTIVITIES

_____ 16. Send "Thank You" letters to businesses and individuals who sent you donations. Send a "Thank You" letter to the members of your community via a letter to the editor of your local newspaper. (Oct. 29th)

_____ 17. Thank your workers in some appropriate way (i.e. certificate of appreciation, spaghetti supper, etc.), recognize outstanding solicitors (i.e. those who spent the most time soliciting, took in the most money, got the largest single donation, etc.) (Oct 29th)

_____ 18. Identify I. D. organizations and the amount of money you want to donate to each of them from your campaign proceeds. (As soon after your campaign is concluded as possible.)

_____ 19. Have your Financial Secretary issue a warrant to your Council Treasurer for a check for the net amount and send it to the State Treasurer, along with Form One (Deposit Voucher), and your Pass Through Funding information as soon as possible. Also send a copy of these forms to the State I. D. Campaign Chairman for his records. (No later than Dec. 17th)

_____ 20. Send Form Two (Withdrawal Voucher) to the State Treasurer and a copy to the State I. D. Campaign Chairman with your Grand Knight's or Financial Secretary's signature. All checks will be sent to your Grand Knight for distribution. Note: This form can be sent along with Form 1 to expedite the disbursement of your council's funds to your local M. R. organization. (No later than Jan. 21st)

_____ 21. Upon receipt of your check(s), set up a date and time to present the money to the local I. D. organization(s) **as soon as possible**. Be sure to invite a photographer from your local newspaper. Or take the picture yourself and send it to your local newspaper along with a short article describing the donation, your campaign, who you're donating the money to, and how much you've donated to them throughout the years.

**Thanks for helping People with Intellectual Disabilities
and
GOOD LUCK!!!!**