

KISSES FOR CHILDHOOD CANCER – PROJECT GUIDE

INTRODUCTION

For the last several years the Optimist Club of Chapel Hill, NC has raised funds for the Optimist International Childhood Cancer Campaign by soliciting donations at local stores. Hershey's Kisses are given out as a "Thank You" gift for donations. Using this program, the club has raised over \$25,000 for Childhood Cancer. This method is easy to organize, effective, relatively low in manpower requirements and very low in any needed up front investment.

In the following pages are ideas, procedures, tips and techniques to help Optimist Clubs use this method to raise their own funds to support our kids and families whose lives have been torn apart by childhood cancer and help fund research to end this dreaded disease.

In addition to the help for the kids and families afflicted with childhood cancer that are provided by the donated funds, there are other benefits of this program.

- Increased visibility for your club, Optimism and the Childhood Cancer Campaign.
- New member recruitment possibilities.
- Opportunity for joint involvement with a sponsored JOOI Club.
- Opportunity to educate the public about childhood cancer and its impact on children and their families.

If there are any questions, contact Trish or Bob Verne at (919) 942-4144 or via e-mail at rverne44@gmail.com.

We would like to the hard work and dedication of Mr. Jim Casey of the Optimist Club of Chapel Hill who conceived of this program and was key to its development.

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Organizational Steps

Planning and Preparation

1. Select candidate store locations. Look for high customer traffic situations.
2. Choose tentative dates for the collections.
3. Obtain permission from candidate stores corporate officials and local store managers to collect on the desired dates. Get written confirmation as to dates and any restrictions. Avoid conflicts with other major club/zone/district/O.I. activities. Also, do not try to compete with holiday Salvation Army collection.
4. Develop club work rosters for each location and dates. Make sure to fully staff each work-day and time slot. See the table at the end for an idea for such a roster.
5. Consider recruiting members of a local Octagon Club to help you. I suggest that you pair them up with experienced adult Optimists.
6. Plan for having available bright-colored clothing for volunteers to wear. You can make bright yellow smocks with the CCC logo. Pockets at the front can provide handy storage for Hershey's Kisses and pamphlets. See "**Smock**" below.
7. Get or make suitable receptacles for the donations. One example and instructions on how to make them is shown in "**Canister**" below.
8. Prepare a poster to tell shoppers what you are collecting for. At least one is needed for each door that you are manning. See "**Poster**" below.
9. Obtain a supply of Hershey's Kisses. Ask for donations from area stores.
10. Meet with store manager prior to the event to verify dates and store restrictions.
11. Appoint a captain or coordinator for the collection event.
12. Train volunteers ahead of time on:
 - a. How to solicit funds. See "**Tips and Suggestions**" below.
 - b. The facts of childhood cancer's impact on families and the community.
 - c. The OI Childhood Cancer Campaign.
 - d. Your Optimist Club's efforts on behalf of the kids and their families affected by childhood cancer, that is, how the donations will be used.

Collections

1. The captain is responsible for:
 - a. Contact the store manager within a day or so of the event to confirm that you are coming and to review any restrictions. This may save difficulties if there were any misunderstandings.
 - b. Bring supplies and greet store manager on arrival.
 - a. Make sure volunteers show up and know the store rules for collecting funds.
 - b. Collect money at the end of each shift and put collection in a secure place.
 - c. Support volunteers with relief if necessary. Monitor supplies and replenish as needed.
 - d. Take pictures for your club scrapbook.
 - e. Thank all volunteers.
 - f. Tally the money and prepare for the bank deposit.
2. At each store entrance, solicit contributions for childhood cancer with a smile and a cheery, optimistic greeting.

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3. Use two people to man a door. High traffic entrances will need two people. Also, having a second person on-site is useful so that one person can take an occasional break when necessary.
4. Offer shoppers a candy kiss.
5. Afterward, thank the store manager for his help and support.
6. Evaluate data from receipts to determine which time slots may need to be better supplied, staffed or eliminated at future events.

Supplies Check List

1. Posters
2. An easel for each poster.
3. Cooler - Ice or gel packs optional with season. Keep candy cool and dry.
4. Storage tub with lid to conceal supplies and money if needed.
5. Five paper bags with time slot marked to put collections in.
6. Two collection canisters
7. Two smocks
8. Hershey's Kisses - We suggest two to four packages.
9. Brochures about the CCC program and your Club activities
10. Camera for pictures for your scrapbook
11. Tape, bungee cords or weights to secure signs in case of wind

Tips and Suggestions

Over the four years that our club has done our Kisses for Childhood Cancer fund-raising campaign, we have found several practices that avoid problems and improve the success of our events. Here are several of the most important ones.

Don't

- Don't solicit contributions at any store without confirmed, written approval for the date in question.
- Don't pressure potential donors. You don't want to scare them away. You also don't want to make any customer feel uncomfortable. A complaint to the manager will prevent you from returning to that store or possibly other stores in that chain.
- Don't block any customer's path as they approach or leave the store.
- Do not hold candy in your hand for a long amount of time, even in the smock pocket. It will melt!
- If possible, avoid wearing sun glasses while on duty. Maybe wear an Optimist hat instead. Making eye contact with a donor is important.

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Do

- SMILE! Say, “Hello” or Good Morning/Afternoon”, and offer a candy kiss to every person who walks past, even those who don’t wish to contribute. They will remember, and possibly donate when they come back out of the store. Also, you don’t need to specifically ask for donations. In fact, aggressively asking for people’s money will be a turn-off for many people. A simple, sincere smile and friendly greeting works best.
- Respect the store’s rules regarding distance from the door, number of volunteers at the entrance, and number of doors covered that the manager specifies. You will not be allowed back if you don’t observe their rules. Remove your smock if you have to go inside the store.
- Be ready to explain what you are doing and why. Be familiar with the O. I. Childhood Cancer Campaign. Tell donors where the money goes and what your club does locally to support kids with cancer. Examples are: the research that Optimist International is funding at Johns-Hopkins University for a leukemia vaccine, or what your club might be donating to a local childhood cancer oncology hospital. This is a chance to “sell” people on helping your cause with their donation, or, possibly with their participation. New Optimist member?? Many will share stories about how cancer has affected their lives. Some donors will want assurance that the money will be used locally.
- Drop the Hershey’s Kiss into the donor’s hand. An open hand full of Kisses invites children to grab a handful, not just one. This keeps you in control and doesn’t embarrass the parents.
- Before offering candy to children, ask the parent first. Some kids have dietary restrictions.
- Put a dollar bill partially under the top cap of the canister. This will give a potential donor an idea of what kind of donation might be appropriate. People tend to rise to expectations.
- Thank every donor.
- HAVE FUN! This is an easy fundraiser. You will meet a lot of wonderful people while getting the word out about your club and childhood cancer.

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Smock and Collection Canister

Smock



The smock shown above is easily seen, provides an eye-catching way to attract potential donors and tells them that you have a special mission. It makes volunteers stand out from other shoppers.

How to Make:

Materials list: (for two smocks)

1 yard 60" wide yellow cotton duck fabric
4 packages Extra-wide, double fold ½" wide bias tape - Wrights #206040 Delft Blue
1 package Dark t-shirt transfers for ink jet printers – June Taylor or Avery brand

Fabrication steps:

1. Use one-half yard of 60" wide yellow cotton fabric for each smock.
2. Turn back and stitch the selvage edges for the front and back hems.
3. Fold back 6" from one edge to form pockets.
4. Baste the pocket sides together, and stitch the center line to form two pockets.
5. Sew bias tape along both sides to cover the raw edges. This will use one package of bias tape.
6. Fold the smock in half to find the shoulder line, and again toward the middle to find the center.
7. Cut out a neck opening. See layout diagram below.
8. Use bias tape to trim the raw edges of the neck opening.

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9. From the remaining bias tape, cut four ties, approximately 16" long. Stitch the edges and ends closed.
10. Attach each of the four ties to the sides of the front and back of the smock. On one side, sew the end of one tie about 8" up from the rear hem and another tie about 8" above the bottom of the pocket. Do the same on the other side.
11. Prepare the CCC logo iron-on decal according to the manufacturer's directions. Position the top of the prepared decal about 3" below the neck opening and iron it in place.

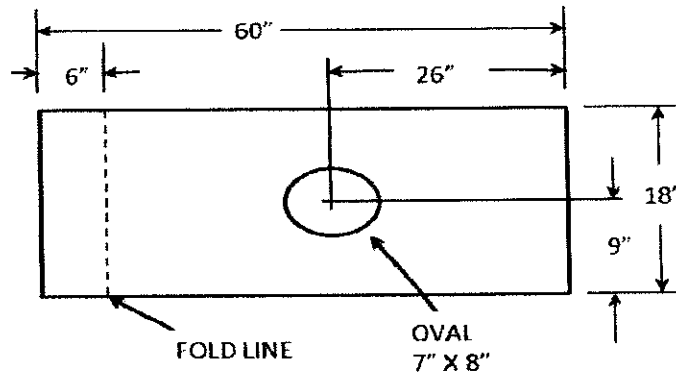


Diagram for Smock Layout

Canister

The canister is 3" in diameter and 18" long. It is easily made from a standard 36" mailing tube. We found a suitable white mailing tube at Staples.

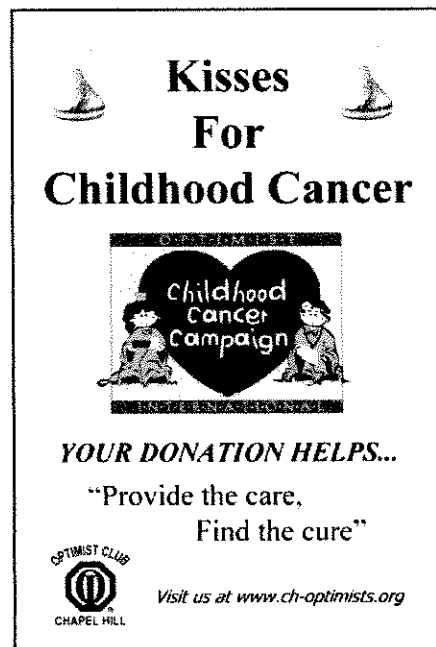
1. Remove the two end pieces.
2. Cut the mailing tube in half to form two 18" lengths.
3. Cut a slot in each of the end caps to allow the donor to insert the donation.
4. Attach a printed copy of the Childhood Cancer Campaign logo, downloaded from the Optimist International website.
5. Put one slotted end cap on the top.
6. Seal the bottom of the tube with cardboard and packaging tape. We found that the lid from an 8 oz. plastic container of sour cream fits the end perfectly.
7. Protect the tube and logo from rain and dirt with clear packaging tape.

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Poster

We have found that a poster is very useful in drawing attention to your fund-raising. It helps to define your mission and gives a person approaching your location a chance to consider donating even if you are busy with another donor.

Here is an image of the poster we used. It is 24" x 36" in size.



We had the poster printed and mounted it to 1/4" thick foam board backing (called "foam core") and then had it plastic laminated on both sides. The foam board gives it stiffness and the lamination protects it from the weather. Because we are working outside, generally with no protection from the rain, a waterproof surface is necessary. Rain would quickly ruin unprotected poster paper. We used two posters and put them on easels for good visibility. This is necessary if you will be covering two doors.

To get the poster mounted, there are at least two methods: the easy and inexpensive one and the more difficult but less expensive one. We chose the latter. It worked out fine.

The easy/expensive method: Copy the file to a CD and take it to your local office supply printer. Note: I found that not all office supply stores can handle a 24" x 36" print job. We priced this work at a local office supply store. They would do the whole job, including printing, mounting and laminating, for about \$85 per poster. Seems pretty expensive! Maybe a store could be found who would donate the work.

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The less expensive but more complicated method:

1. First, get the poster printed. We sent a .jpg image file to an on-line printer (called SirCooper.com). They printed it on good quality, glossy poster paper for about \$16 each plus shipping.
2. Mount the poster to the foam board. The blank sheets are available from craft stores, e.g., A. C. Moore or Michael's. A 32" x 40" sheet costs about \$8.00. A good spray-on adhesive is 3M "77". Follow the directions on the can. Don't trim the foam board until after you mount the poster. Note: It can be a bit tricky mounting such an awkwardly large piece of paper. Get an assistant, preferably someone with experience, to help you with this. Consider having an extra poster printed, just in case one gets ruined. Alternatively, you could take the poster to a photo framing shop to get it mounted professionally. This would cost around \$25-40. Trim the excess foam board to the edge of the poster.
3. Get the mounted poster laminated. We took it to a local office supply store (Staples) and they laminated it (both sides) for about \$13.
4. Trim the excess laminating plastic.
5. Using heavy duty, clear packaging tape, seal the edges.
6. Using this manual process, the total price per poster was about \$40.

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7. Schedule/Roster

Here is a sample of a work roster to help organize a week-end collection event.

DAY _____ CAPTAIN _____	DAY _____ CAPTAIN _____
TIME SLOT 8am - 10am _____ _____	TIME SLOT 8am - 10am _____ _____
10am - 12noon _____ _____	10am - 12noon _____ _____
12noon - 2pm _____ _____	12noon - 2pm _____ _____
2pm - 4pm _____ _____	2pm - 4pm _____ _____
4pm - 6pm _____ _____	4pm - 6pm _____ _____
Daily Total Receipts \$ _____	Daily Total Receipts \$ _____
	Weekend Total Receipts \$ _____