



Change For Change

This is fairly easy to implement...good for clubs that don't budget a contribution to SIA's Annual Club Giving Campaign or don't have the funds to do so.

GOAL: All SI NER's clubs will make a contribution to SIA's Annual Club Giving Campaign. Ultimate goal is that the clubs will donate 10% or more of locally raised funds to this program.

STRATEGY: "Dime a Day" allows clubs with at least 15 members that participate to collect approximately \$450 in 10 months (15 members * 10 cents a day each = \$45/month for a 30 day month). This leaves only \$50 remaining to contribute to reach the Dreamer level of SIA's Annual Club Giving Campaign.

PROCESS: Get a large plastic jar (e.g., a commercial mayonnaise jar, a large plastic jar, any large plastic container where you can easily collect change), print and attach "CHANGE for CHANGE" text and tape it to the container. Gather loose change that members bring to monthly club meetings to raise funds for SIA's Annual Club Giving Campaign. The ultimate goal is to raise \$500 (or 10% of the club's locally raised funds) to donate and mail to SIA by the May 30th deadline.

Members will bring their collected contributions to monthly club meetings to put in a larger jar. The treasurer will take the contributions from that meeting, count, deposit and tally the results in a spreadsheet/chart. She will then report the results to the Region Fundraising Chair Sandra Fitzpatrick at sandra603203@gmail.com so we can keep a running tally of how the clubs are doing.

Periodically Sandra will send out e-mail blasts to club presidents to let the region clubs know how the challenge is progressing. Announcements will also be made at Fall Workshop and Spring Conference to keep the momentum going.

REASON: Based on NER's Past-Governor Rosemarie Burton's "Dime a Day" fundraising message, members will put aside 10 cents a day each month from the July 1st to May 15th meetings. If they choose, they may collect their loose change monthly and put it in a jar rather than save 10 cents a day. Or, perhaps members just want to donate a few dollar bills each month. Whatever method members/clubs choose to do to meet this challenge doesn't matter...what matters is that all clubs participate to make a contribution to this program and ultimately donate 10% or higher of their locally raised funds to it – at least the \$500 Dreamer level.

The club that has the highest percentage donated per total members will win a prize (to be determined) after the conclusion of the contest IF they mail in their club's contribution to SIA before the deadline. If

the donation is not mailed by the club and received by SIA on or before the deadline, then the second place club will be considered. The process will continue until there is a winning club.

WINNING CLUB: An example of a winning club...

Club #1 – 15 members, 10 cents a day each for 10 months to collect \$450...average collected contribution per club member is \$30. Club contributes remaining \$50 to reach \$500 Dreamer level for contribution. Club mails contribution to SIA and it's received on time to be counted for the 2012-2013 club year.

Club #2 – 30 members, collect loose change at meetings to collect \$750 total over 10 months...average collected contribution per club member is \$25. Club contributes remaining \$250 to reach Believer level for contribution. Club mails contribution to SIA and it's received on time to be counted for the 2012-2013 club year.

Club #1 wins in this challenge – the collected contribution per club member of \$30 is greater than the \$25 per member of Club #2.

Having the results tabulated this way allows only the money collected in the "Change for Change" collection to be counted – additional funds from the club don't count. This allows for smaller clubs to have a more fair chance of winning the challenge.

If there are clubs that tie the challenge on the amounts collected per member, then the tie will be determined after the May 15th deadline by looking at the percentage increase of the overall donation. If a club didn't contribute in the 2011-2012 club year, then any contribution will be a 100% increase. If they did contribute, then the percent increase is based on the amount contributed above their contribution in 2011-2012. For example, a club contributed \$250 in 2011-2012 and contributes \$500 in 2012-2013. This is a 100% increase of their contribution.

If clubs are still tied, then the 3rd deciding factor will be if the contribution is 10% of their club's locally raised funds...or greater.

