

JOIN US!



*Serving Muskegon, Oceana and
Newaygo Counties*

2011 CAMPAIGN MANUAL

A Letter from the Chairs

Dear Friends,

We are honored to serve as Chairs of the **8th Annual “HEROES” Campaign for the American Red Cross.**

The “HEROES” Campaign is quick, inexpensive and FUN. The concept is very simple: Local individuals are recruited to serve as either co-chairs or recruiters or be a “HERO” for the American Red Cross by raising \$1,000 during the “HEROES” Campaign running in June 2011.

We invite you to be a part of this exciting fundraising event by becoming involved at either the co-chair and recruiter levels (recruit Heroes) or at the Hero level (raises funds). Page 3 of this manual describes each participant’s responsibilities.

The Red Cross has a proud legacy of compassion for our community. We hope you will join us in this event as we raise the funds to sustain the humanitarian work of the American Red Cross.

To become a part of this year’s team, please complete the attached “**2011 HEROES Campaign Sign Up Sheet**”.

Sincerely,

Kevin and Therese Stone

CAMPAIGN OVERVIEW

Goals

- The Campaign goal is to raise a minimum of \$25,000.
- Create a level of visibility in the community.
- Involve current volunteers and recruit new volunteers.
- Raise funds for Red Cross programs and services in Muskegon, Oceana and Newaygo Counties. The money raised during the campaign will ensure the chapter has sufficient funds to respond to a local disaster and provide programs that meet the community’s most urgent needs.

Publicity

- The Muskegon Chronicle ad will run in June. The ad will have a picture of each “HERO”, each Recruiter, Co-Chair and the Chairs with their name and place of employment listed.
- Posters and brochures will be available detailing the event.

Other Information

- **The “Heroes” Kickoff Breakfast** will be Wednesday, June 1 from 7:30 to 9:00 a.m. at Muskegon Community College, Blue and Gold Room.
- The **“Heroes” Celebration Event** will be held Wednesday, July 13 from noon – 1:30 p.m. at Fricano’s Muskegon.
- The **“HEROES” Campaign** has been conducted since 2004. Heroes have successfully raised over \$235,500.

Participant's Responsibilities

Chairs

The Chairs are responsible for:

- Overseeing the entire Campaign.
- Recruiting a minimum of 6 Co-Chairs.
- Arranging for Campaign meetings, the Kickoff Breakfast and the Celebration Event.
- Follow-up with all members involved in the Campaign.
- Providing constant support and ideas.
- Ensuring that the goal is met and/or exceeded (minimum goal of \$25,000) within the allotted timeframe.

Co-Chairs

The Co-Chairs are responsible for:

- Recruiting a minimum of 3 Recruiters each and having them complete the sign up form.
- Providing support to the Chair.
- Attending 2 campaign meetings and the Kickoff Breakfast and the Celebration Event.
- Recommending people to approach as “HEROES”.
- Following up with all of the participants to ensure the Campaign runs successfully.

Recruiters

The Recruiters are responsible for:

- Recruiting a minimum of 3 “HEROES” each and having them complete the sign up form.
- Attending 1 campaign meeting and the Kickoff Breakfast and the Celebration Event.
- Providing support for all individuals related to the Campaign to ensure that the Campaign goal is reached.

“HEROES”

Individuals that volunteer to be “HEROES” for the American Red Cross agree to:

- Raise a minimum of \$1,000 towards the campaign.
- Have their picture in The Muskegon Chronicle ad to help gain support from their community.
- Raise, collect and turn in money within event timeframe.
- Attend the Kickoff Breakfast and the Celebration Event.

STRUCTURE

The following is the Campaign structure to raise a minimum of \$25,000:

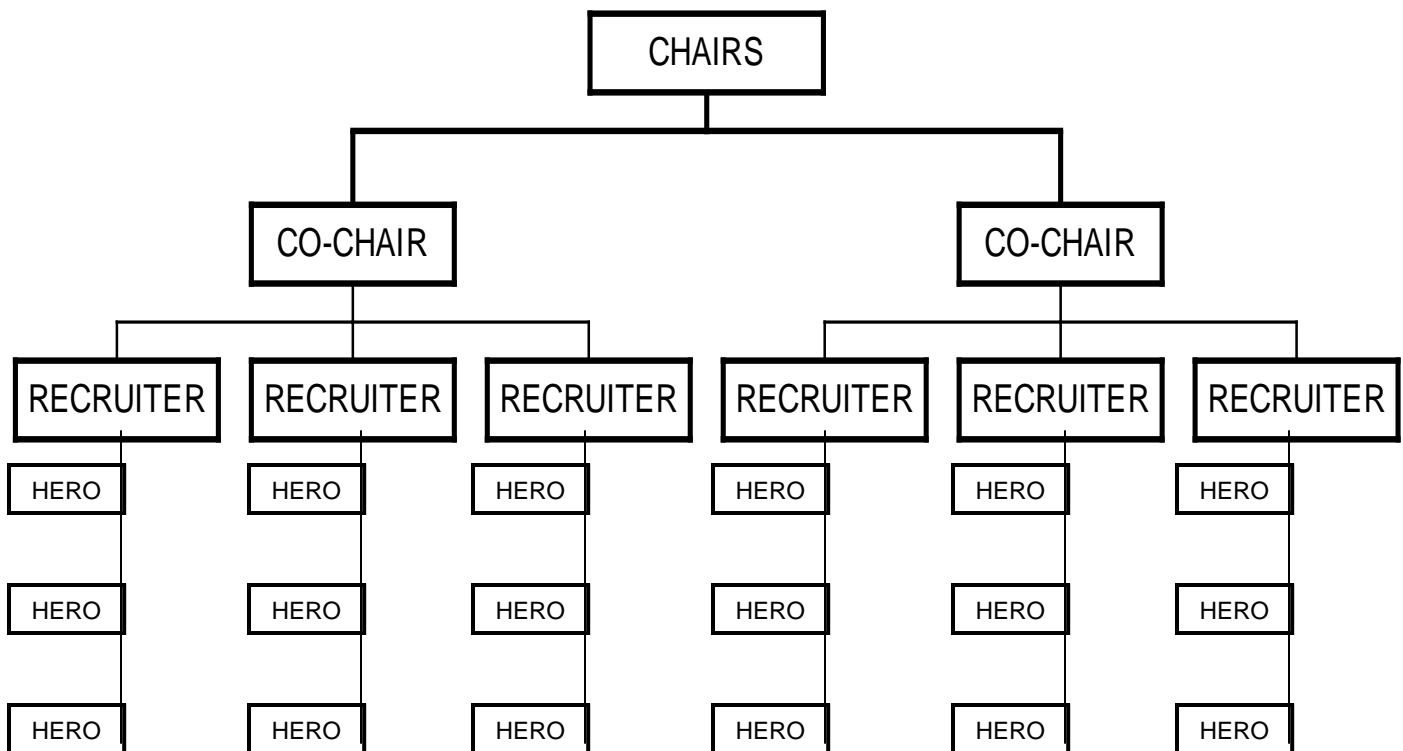
2	Chairs
6	Co-Chairs
18	Recruiters
54	“HEROES”

Timeline

March 7, 2011	Chairs recruited
March 25, 2011	Co-Chairs recruited
March 31, 2011 8:00 a.m.	Co-Chairs meeting to recruit Recruiters at the American Red Cross, 313 W. Webster Ave., Muskegon
April 29, 2011	Recruiters recruited & sign up sheets submitted
May 2, 2011 8:00 a.m.	Recruiters (co-chairs and recruiters attend) meeting to recruit <i>"Heroes"</i> at the American Red Cross, 313 W. Webster Avenue, Muskegon
May 20, 2011	<i>"Heroes"</i> recruited & sign up sheets submitted
May 25 & 26	<i>"Heroes"</i> photos for ad taken on Wednesday, May 25 and Thursday, May 26 from 10:00 a.m. – 1:00 p.m. and 4:00 – 5:30 p.m. at the American Red Cross, 313 W. Webster. Please call (231) 720-4255 to schedule an appointment.
June 1, 2011 7:30 a.m.	<i>"HEROES" KICKOFF BREAKFAST</i> 7:30 – 9:00 a.m. at Muskegon Community College, Blue and Gold Room
Week of June 6	Ad appears in <u>The Muskegon Chronicle</u>
June 1-24	<i>"HEROES" for the American Red Cross Campaign</i> runs (Pledge forms to be <u>turned in throughout the campaign</u>)
June 27-28	<i>"Heroes"</i> turn in funds to the Red Cross at 313 W. Webster, Muskegon (231) 726-3555
July 13, 2011	<i>"HEROES" CELEBRATION EVENT</i> Noon - 1:30 p.m. at Fricano's Muskegon. Please RSVP (231) 720-4255 by July 8.

Campaign Structure

This chart is **not the full campaign structure**. Six co-chairs recruit 3 or more recruiters. It is the responsibility of the recruiters to recruit 3 or more heroes.



Examples of How to Raise \$

- A county sheriff's department held a traffic stop for four hours on a Sunday afternoon and raised \$3,500.
- A member of a civic club asked the club and its members for support and raised \$1,150. (The club donated \$500 and members contributed \$650.)
- A physician in a large medical practice asked the other doctors for at least \$100 each and raised \$2,600.
- A pizza restaurant sold "Red Cross Squares" to customers raising \$1,200.
- A popular radio disc jockey asked listeners to make him a hero and raised \$3,300.
- A restaurant asked each customer to donate change after paying their tab and raised \$1,600.
- Firemen held a boot drive for one day at a local Wal-Mart and raised \$3,900.
- Four branches of a bank sold "Red Cross Squares" to customers and raised \$2,400.
- The employee club of a manufacturer cooked and sold hot dogs and hamburgers one day a week and raised \$1,100.
- Two post office clerks asked customers to donate their change, raising \$1,800.
- A company may help an employee become a hero by conducting a raffle, holding a "dress-down day" or selling lunches.
- Retail stores, banks, and restaurants, ask customers to donate or to buy "Red Cross Squares" which are displayed in the business.
- A woman famous for her tamales sold them for a minimum of \$25 per dozen, raising \$1,250.
- A high school service club held a car "wash-a-thon" and raised \$1,150.
- Conduct an on-line Heroes Campaign harnessing the power of the Internet and peer-to-peer fundraising.

Red Cross Squares

Red Cross Squares are available for use in retail stores, restaurants, gas stations, etc. and can be a very effective way to generate revenue.

Please contact Anne Wheeler, American Red Cross at (231) 720-4234 or 1-800-813-8111 to obtain a supply of Red Cross Squares and posters.



The Heroes Campaign Coordinator is:

Anne M. Wheeler
American Red Cross
313 W. Webster Avenue
Muskegon, MI 49440
(231) 720-4234 or 726-3555
1-800-813-8111
Fax: (231) 722-4126
wheelera@arcmon.org

2011 HEROES CAMPAIGN

Hero's Checklist

- _____ 1. Complete "2011 Heroes Sign Up Sheet" ASAP and fax to Anne Wheeler at (231) 722-4126.
- _____ 2. Make appointment by calling the Red Cross at (231) 720-4255 to schedule your photo for the ad on Wednesday, May 25 or Thursday, May 26 from 10:00 a.m. to 1:00 p.m. or 4:00 p.m. to 5:30 p.m.
- _____ 3. Have your photo taken at the American Red Cross, 313 W. Webster, Muskegon on _____ at _____.
- _____ 4. Attend the "Heroes" Kickoff Breakfast on Wednesday, June 1, at 7:30 – 9:00 a.m. at Muskegon Community College, Blue and Gold Room.
- _____ 5. Pick up materials at Kickoff Breakfast (Red Cross squares, posters, money envelope, Red Cross brochures, etc.)
- _____ 6. Set your campaign structure.
- _____ 7. Run your campaign June 1 - 24.
- _____ 8. Turn in funds at Red Cross, 313 W. Webster Avenue, Muskegon, MI beginning June 27 between 8:30 a.m. and 5:00 p.m.
- _____ 9. Thank all who contributed to your campaign.
- _____ 10. Attend the "Heroes" Celebration Event on Wednesday, July 13 from Noon - 1:30 p.m. at Fricano's Muskegon.