

December 14, 2007

Dear Extension Educators:

Thank you for getting the word out about our 21st *Kids Helping Kids* campaign and signing up your leaders. Enclosed are the leader packets, coupons and the county tally sheets. Review these materials and be sure to stress the Campaign Tip Sheet, as it has ideas on generating media coverage and donation-collecting techniques.

All materials for the campaign will be going through your office. We are providing Deluxe Lunch Bags for leaders whose individual clubs collect at least \$500 in donations and Extension Educators who meet all deadlines. Below is the timeline for the 2008 *Oklahoma Kids Helping Kids Campaign*:

**January 1 Begin the campaign (clubs can actually begin as soon as they have coupons)**

Enclosed are leader packets for each participating clubs, 25 coupons for each participating 4-H member, media tools and county reporting forms. Remind the leaders that they may want to distribute less initially in order to have coupons for those that are most successful. We are mailing you the total 25 so they will be on hand.

**Note: A county deadline is NOT posted on the tally sheets. Please inform your leaders of the county deadline.**

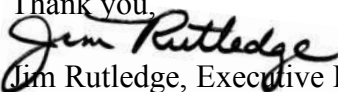
**February 28 State Deadline**

The county summary forms have been revised. Please, carefully review and complete. All forms must be hand delivered or postmarked to the Oklahoma 4-H Foundation no later than 5:00 p.m. on Tuesday, February 28, 2008.

- 1. County Contribution Tally Sheet** (with check payable to the Oklahoma 4-H Foundation attached) List the club totals for the amount collected and number of participants. Then figure the breakdown. Send the 66% for the Ronald McDonald House and the 4-H Foundation. If your check total and 66% are not equal, please explain. This sheet will also be used to determine the Leader prizes.
- 2. County Result Page** - List your top members. The social security number for your top member must be completed in order to have the saving bond issued. Be sure to complete the address for this member, as the bonds will be mailed directly from the US Treasury to that individual. We will send a certificate for the bond winner. If you don't have a member qualify for the saving bond due to the minimum county raised, please note that on the sheet and return to our office. Please list all those members that raised \$25 or more on this sheet.
- 3. County Prize Summary** -Do not send copies of the Club Campaign Tally Sheet or Club Campaign Summary but instead simply complete this form and return it to our office with the above paperwork. We'll try to have all of the prizes back to you by the end of March.
- 4.** We are including a few extra coupons that you can use if clubs run out. We also have a few extra here in the office.

**All of these forms will also be on the 4-H Website under the Ronald McDonald Logo.**

Thank you,

  
Jim Rutledge, Executive Director  
Oklahoma 4-H Foundation

December 14, 2007

Dear 4-H Leader:

The Oklahoma 4-H Foundation is thrilled to hear that your club will be participating in the 21st Annual *Oklahoma Kids Helping Kids* campaign. This packet contains all the supplies that your club will need for the campaign. It is important that you review the packet of materials prior to the campaign kickoff.

Please review the Campaign Leader Tip Sheet for fun ideas and successful campaign techniques. You will also find ways to solicit coverage from your local media. We are finding that the most successful fund raisers are using their networks of family and friends, or they are setting up near high traffic retail outlets. See the enclosed sheets for more ideas.

Enclosed are 25 coupons for each member participating. Please reserve some tickets to give to members who run out before others. You may want to start with ten coupons per member, depending on your club's approach. Should you run out of coupons, you may be able restock by calling your county Extension office.

#### **Items enclosed in this packet**

25 coupons per member participating	Campaign Summary Sheet
2008 Campaign Leader Tip Sheet	Campaign Tally Sheet
2008 Campaign Tip Sheet for each member	Prize List for 2008
Press release – check 4-H web site for others	

#### **Campaign Time-Line**

Distribute coupons and member tip sheet– Immediately  
Encourage members to collect – Daily  
Complete Club Tally Sheet – Daily  
Complete Campaign Summary Sheet – End of Campaign  
Submit copies of (a) Campaign Summary Sheet and (b) Tally Sheet to your county office  
before the deadline of: \_\_\_\_\_

The campaign is scheduled to **begin January 1, 2008** or as soon as you have materials and must conclude locally as determined in your county to allot time for forms and money to be returned to the State 4-H office by February 28, 2008. Any funds that members return to you after this deadline must also be forwarded to your county Extension Educator.

Thank you for your dedication to this service-learning project. Good luck with this year's campaign!

Sincerely,



Jim Rutledge  
Executive Director  
Oklahoma 4-H Foundation

# \_\_\_\_\_ County Prize Summary



Tally all members who collected for the campaign.

1. Individuals collecting \$25 or more receive McDonald's Sandwich coupon      Number eligible: \_\_\_\_\_

2. Individuals collecting \$50 or more also receive Oklahoma 4-H Key Chain.  
Number eligible: \_\_\_\_\_

3. Individuals collecting \$75 or more also receive 4-H Carabiner Flashlight.  
Number eligible: \_\_\_\_\_

4. Leaders who's clubs collected at least \$500.00.  
Number eligible: \_\_\_\_\_

5. Did County Extension Educator meet deadlines:     Yes     No

Remember these **prizes are stackable**, so count the member as many times as needed to receive awards.

Example, an individual collecting \$100 dollars would be counted on each line. One collecting \$62 the first two lines only, and someone collecting \$47 the first line only.

Also, please report below the number of individuals that collected less than \$25:



Indicate number of individuals collecting less than \$25 during the campaign.  
Number \_\_\_\_\_

Forms must be completed and properly postmarked or delivered by February 28, 2008 to the state office to be considered for prizes.

Return with other forms to:      Oklahoma 4-H Foundation  
205 4-H Youth Development Building  
Stillwater, Oklahoma 74078



# PRIZES FOR 2008

## Individual Level

(These prizes are stackable)  
\$25 + Free McDonald's Sandwich  
\$50 + 4-H Key Chain  
\$75 + 4-H Carabiner Flashlight



## County Level

*Top individual* in each county will receive a  
\$75 Savings Bond\*

## State Level

*Top four (4) individuals* at the state level will receive savings bonds:

1<sup>st</sup> Place: \$1,000 Savings Bond  
3<sup>rd</sup> Place: \$200 Savings Bond

2<sup>nd</sup> Place: \$500 Savings Bond  
4<sup>th</sup> Place: \$100 Savings Bond

**Top Three Clubs** will receive gift certificates to the National 4-H Supply Source Book:

1<sup>st</sup> Place: \$150 Gift Certificate  
2<sup>nd</sup> Place: \$125 Gift Certificate  
3<sup>rd</sup> Place: \$100 Gift Certificate



**Educator Prize:** All educators that meet all deadlines will receive a 4-H Clover Cinch Bag with Black side panels and mesh top.

**Leader Prize:** All leaders with clubs collecting over \$500 will receive a 4-H Clover Cinch Bag with Black side panels and mesh top.

\*The county must raise a minimum total of \$250 to be eligible for top county individual prize. Individuals from Cimarron county will participate with Texas county.

## FOR IMMEDIATE RELEASE

Contact: *(Insert Your Name)*

Phone: *(Insert Your Number)*

Email: *(Insert Your Email Address)*

Date: *(Insert Date Sending Out)*

### 4-H Clubs Collecting Donations for Ronald McDonald House

***(Insert your town – all caps), Okla.*** — *(insert county)* County 4-H members are joining youth across Oklahoma to raise money for the 2008 Oklahoma Kids Helping Kids campaign.

Local 4-H members are requesting donations of \$1 or more to support the Ronald McDonald House in Oklahoma City and Oklahoma 4-H Youth Development. For each \$1 donation, donors receive a coupon redeemable at participating McDonald's restaurants.

Through this community service project, Oklahoma 4-H members have raised more than \$704,000 in the 21-year history of the campaign. The statewide goal for this year's campaign is \$40,000.

*(Insert county)* County 4-H members plan do their part in reaching this goal by *(list planned activities, ex: collecting donations on Saturday, Jan. 14 at the Wal-Mart on Main Street and asking local businesses for contributions.)*

Beginning on January 1, and for approximately two months, 4-H members will be pounding the pavement in their neighborhoods, at local businesses and around shopping centers to garner support for the charity.

Funds raised will finance a portion of the current house improvements and offset daily operation costs for the Oklahoma City Ronald McDonald House, which serves as a "home away for home" for families with children receiving treatment at nearby hospitals. The Oklahoma City House has helped over 13,000 families from across the state since its doors opened in 1984.

"This campaign is a great way to support two outstanding charities in Oklahoma with Ronald McDonald House and 4-H Youth Development programs each reaching out to serve thousands of young people and their families, said Jim Rutledge, Executive Director of the Oklahoma 4-H Foundation.

For more information about this campaign, contact the *(insert county)* County Extension Office at *(insert phone number)* or visit the Oklahoma 4-H website at [www.clover.okstate.edu](http://www.clover.okstate.edu).

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# CAMPAIGN LEADER TIP SHEET



## HOW TO RAISE MONEY FASTER IN THIS CAMPAIGN

- ☛ Develop a game plan.
- ☛ Have a kick off party followed by neighborhood door knocking (kids should be accompanied by an adult or stay in large groups)
- ☛ Work the stands during basketball games
- ☛ Ask for contributions in front of busy shopping locations. You may need to ask permission from the store management first.
- ☛ Ask local businesses to make a contribution in honor of their employees
- ☛ Ask major companies to make a matching contribution for donations collected by your members.
- ☛ Get all the publicity you can on radio and cable as well as in the newspaper
- ☛ Let the public know how to contribute
- ☛ Do additional club fund raisers like bake sales, collect aluminum cans, etc.

## HOW TO TRAIN YOUR MEMBERS ABOUT COLLECTING DONATIONS

- ☛ Give a copy of the Campaign Member Tip Sheet to each of your 4-H members
- ☛ Practice asking for donations by using role-playing activities in your club meeting
- ☛ Invite a speaker from the RMH or local McDonald's to talk to your group about the Ronald McDonald House
- ☛ Make sure members understand the prizes and who is supported by the campaign.

## WHAT TO DO IF YOU RUN SHORT OF SUPPLIES

- ☛ Survey the progress of your members and redistribute unused coupons
- ☛ Call your local Extension Office to request additional coupons

## HAVE FUN

- ☛ Don't be afraid to try something different to make the campaign work fun.
- ☛ Plan a social reward activity (see a movie or plan a party) for the members after collecting donations.
- ☛ Some type of food is always essential to keep kids going.

## LOCAL PUBLICITY TECHNIQUES

- ☛ Make fliers about the campaign and how to make donations and post in local stores prior to your collection drive.
- ☛ Make posters to be used when asking for contributions in front of busy shopping locations.

## COUNTY PUBLICITY TECHNIQUES – Coordinate with your County Educator and other leaders

- ☛ Deliver the enclosed press releases to local newspapers and publications at the appropriate times to publicize your campaign. Be sure to follow-up.
- ☛ Take action photos of members collecting donations (poser/fliers in background) and write a cutline to submit to local newspapers. Or contact the newspaper photographer to let them know when and where your donation collection event will be held.
- ☛ Arrange an interview with a family in your area who benefited from the Ronald McDonald House and a local newspaper reporter. Be present at the interview to give information about the *Kids Helping Kids* campaign. We're working on a list that will be sent to your educator.
- ☛ Send enclosed radio spot announcement to local radio stations. Schedule a member/leader/volunteer to be interviewed on a morning radio program, preferably on the day of the collection event. Use enclosed memo for taking points, submit to radio station one week prior to interview.

# CAMPAIGN TIP SHEET FOR MEMBERS

## SAFETY TIPS

- ✱ Always work with a parent, older friend, or in large groups.
- ✱ Do not work after dark. Never work alone!
- ✱ Make sure your parents know where you are at all times.
- ✱ Wear clothing that associates you with 4-H or have your 4-H membership card on hand.

## Successful Collection Tips

- Talk about the things you do in 4-H
- Always be polite.
- Be enthusiastic.
- Take rejection with a smile. 😊
- Always say "Thank you for your time."  
Have FUN!!

## Instructions for Collecting Donations

- ✱ Ask for a donation to support Oklahoma 4-H and the Ronald McDonald House by saying, "Would you like to make a donation to 4-H and the Ronald McDonald House?"
- ✱ If you know the person, ask for \$5 or \$10 to start, and let them give you less if they choose. If anyone offers less than \$1 tell them that for a dollar you will give them a thank you coupon. If they give you less accept it, but do not give them a coupon.
- ✱ Thank them for their donation and give them one coupon for each \$1 donation.
- ✱ After collecting your donations, return all money collected to your 4-H leader.
- ✱ Ask for more coupons. **Remember, the more dollars you collect, the more kids you help and the more you help your local 4-H Club.**

## Did you know that...

The Oklahoma City Ronald McDonald House has assisted over 13,000 families from all over Oklahoma since it opened its doors in 1984.

The Oklahoma City Ronald McDonald House serves as a home-away-from-home for families with children receiving treatment at nearby hospitals.

The Oklahoma City McDonald's owners pay for the expense of running the Kids Helping Kids Campaign.

50% of all donations go to financing house improvements and offset daily operation costs of the Ronald McDonald House.

50% of all donations go to county and state 4-H youth programs, over \$234,000 has been raised for local 4-H Programs.

Over \$3,000 worth of prizes are awarded to 4-H members who participate in the campaign annually.



# CAMPAIGN SUMMARY



**DUE IN COUNTY OFFICE: February \_\_\_\_\_, 2008**

Club Name: \_\_\_\_\_ County: \_\_\_\_\_

Total donations collected by the club \$ \_\_\_\_\_ Number of members participating: \_\_\_\_\_

**Club member collecting the largest amount of contributions:**

Name: \_\_\_\_\_ Amount collected: \$ \_\_\_\_\_

Parent/Guardian name: \_\_\_\_\_ Daytime phone #: \_\_\_\_\_

\_\_\_\_\_

Address	City	State	Zip
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Social Security Number: \_\_\_\_\_  
(Provide Parent/Guardian's if members not available) NOTE: Savings bond cannot be issued without number

## CLUB LEADER RESPONSIBILITIES

1. Distribute coupons to each participating member.
2. Record on Campaign Tally Sheet the names of participating members.
3. Keep accurate records of coupons dispersed and money collected.
4. ENCOURAGE MEMBERS TO COLLECT DONATIONS.
5. Announce place, time, and date that all coupons and money must be returned.
6. Complete Campaign Summary and Tally Sheet and photocopy for County office.
7. Submit Campaign Summary, Tally Sheet, and a check for total amount collected to your County Extension Office by February deadline established by your county.  
**\*\*YOUR MEMBERS WILL FORFEIT THEIR PRIZES IF YOUR RESULTS AND MONEY ARE NOT TURNED IN TO THE STATE 4-H OFFICE BY February 28, 2008.**

# CAMPAIGN TALLY SHEET



for \_\_\_\_\_

(Club Name)

4~H Club

- ✓ List one member per line - Do not list a person more than one time.
- ✓ Photocopy this page if additional lines are needed.
- ✓ Please print names neatly.
- ✓ Submit a copy of this page with the Campaign Summary to county office. DUE:

February \_\_\_\_, 2008.

Name of 4-H Member	# Coupons Issued	# Coupons Returned	Total \$ Collected
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			
<b>Column Totals</b>			

\_\_\_\_\_ County  
**Contribution Tally  
 Sheet**

**FORMS AND MONEY MUST BE  
 POSTMARKED  
 BY February 28 to the State Office  
 TO BE CONSIDERED FOR PRIZES!**

*List all registered  
 clubs*

Name of Registered 4-H Club	Donations Collected	Number of youth participants
1.	\$	
2.	\$	
3.	\$	
4.	\$	
5.	\$	
6.	\$	
7.	\$	
8.	\$	
9.	\$	
10.	\$	
11.	\$	
12.	\$	
13.	\$	
14.	\$	
15.	\$	
16.	\$	
17.	\$	
18.	\$	
19.	\$	
20.	\$	

Total Donations Collected \$ \_\_\_\_\_

**Breakdown of Funds**

**Collected:**

Amount Kept by County Program (34%) \$ \_\_\_\_\_

Amount to be Submitted to the Oklahoma 4-H Foundation (66%) \$ \_\_\_\_\_

**Make checks payable to Oklahoma 4-H Foundation for 66% of the DONATIONS  
 COLLECTED**



# RESULT PAGE

## TOP MEMBERS COLLECTING DONATIONS (in order by amount collected):

Top Individual	Social Security #	Address, City, Zip	Amount Collected
1. _____	_____	_____	_____
Name	Club		Amount Collected
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____
11. _____	_____	_____	_____
12. _____	_____	_____	_____
13. _____	_____	_____	_____
14. _____	_____	_____	_____
15. _____	_____	_____	_____
16. _____	_____	_____	_____
17. _____	_____	_____	_____
18. _____	_____	_____	_____
19. _____	_____	_____	_____
20. _____	_____	_____	_____

If you have more than 20 individuals who collected more than \$25.00 please list on separate sheet.