



***Best
Practices***

Pennies for JA – PSCU

PSCU has placed “penny” jars throughout the company with interdepartmental challenges. We all have a pocket or purse with a little extra change we could spare and not even feel the hit. After two months, this change will really add up, but who has to do all that rolling?



JA WEEK – PSCU

Each employee pays \$10 to participate. Each day is as follows

Monday - Hat Day with contests

Tuesday - Team T-shirt, Jerseys etc.

Wednesday - Wacky Wednesday (Anything Goes)

Thursday - Raffle Items such as an autographed Tampa Bay Lightning hockey stick, autographed jersey, etc.

Friday - Bake Sale YUM!

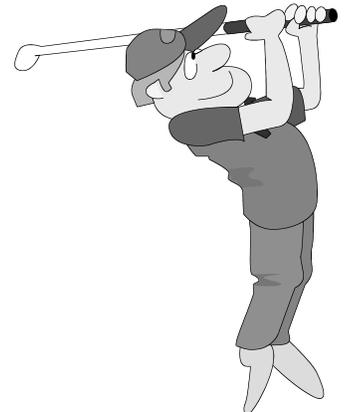


During JA Week, PSCU purchased Sbarro's pizza at a discounted price and sold slices during lunch. All the profit went toward the JA Bowl-A-Thon

The JA week coincides with the first week back to school. This concept is a great team building activity and although employees are having fun, the activities serve as a reminder of the goal to help Junior Achievement.

Raymond James Cubicle Golf

Your golfers will love this one. Map out a 9 hole putting Course in your office. Charge \$5 entry fee and play a round of golf, just like putt putt golf. You can sell hole sponsorships, Make teams, have a trophy for the winner and have fun.

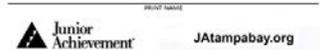


Schoolhouse Campaign

Midas was the original leader in the schoolhouse campaign. With Midas' request for a marketing piece which would allow them to approach both customers and vendors, we developed the Schoolhouse. MetLife fills the hallways.

Like others before us, the piece allows companies to acknowledge supporters as well as offer a vehicle or the "ask". We saw how successful this concept is for March of Dimes and Children's Miracle Network, we knew we couldn't miss.

Others have followed suit by using the schoolhouse internally as well. Employees compete to have the most schoolhouses hanging in their area.



Lunch with the CEO

Many of us don't normally sit down for a meal with the CEO or President of our company. What a great opportunity to acknowledge the efforts of the bowlers and their fundraising success. PSCU has offered lunch with their president for any employee reaching a goal of \$169 .

Many bosses would agree to a day to break bread with some of your outstanding or top team captains or bowlers.

GO BUCS – Raytheon

Raytheon purchases Tampa Bay Buccaneer tickets and raffles them off to one lucky winner. This is a hot item.

A little competitiveness never hurts. The two sites of Raytheon compete with each other for the Raytheon Trophy Bowling Pin. The top fundraiser owns the trophy and displays it proudly for the year. They also get bragging rights.

THE GREAT USAA GARAGE SALE

Associates bring in all their valuables that their dying to get rid of and have the worlds biggest corporate garage sale to benefit JA!!



PRIME PARKING

How many of us would love to have that prime reserved parking spot close to the entrance at work that usually has the CEO's name on it? Wouldn't it be great to sell off that spot for a week with the proceeds benefiting Junior Achievement?

TEAM BUILDING

JA Bowl-A-Thon is a great team-building and morale boosting event. Many companies experience downsizing, merging, management changes or general growth. As new faces arrive or old friends depart, change is hard on everyone. The Junior Achievement Bowl-A-Thon offers an opportunity for employees to work together to benefit a great cause, as well as meet for a great time at the bowling center.



Many companies buy lunch at the center and create a company day out. Some incentives are offered by the company such as a day off for top fundraisers or Lunch with the CEO.

POT OF GOLD – HSBC

Every pay day they hold a 50-50 pot of gold. Employees buy tickets for a drawing. At the end of the day a winner is chosen. Half the money is awarded to the winner, half to Junior Achievement.



HSBC – FUNDRAISERS

Throughout the year HSBC holds multiple fundraisers to become the largest fundraiser in the West Central Florida region.

RAFFLE BASKET

Each department creates a basket of goodies and sells raffle tickets for a chance to win.

FAIR DAY

Fun and fundraising all rolled up in one fabulous day of events for the HSBC employees. Fair day includes food sales, basketball shoot-out and a dunk tank. Who wouldn't pay to dunk their boss?

GOLF TOURNAMENT

HSBC hosts a golf tournament at beautiful Cheval Country Club. Employees get a great day on the links and JA wins too. All proceeds after expenses benefit Junior Achievement.

JAIL

This is a big hit. HSBC builds a jail in their lobby and employees pay to have their managers and supervisors placed in jail. Each manager has a price level and employees collect money to place their boss in jail for a day. New rule – no phones, laptops, iPods, Blackberries, etc. The bosses were made to paint pictures during their incarceration.

CHILI COOK-OFF

HSBC is really cooking. As one of their internal fundraisers, they're having a chili cook-off. Contestants enter their best chili and sell bowls and cups to fellow employees. The proceeds benefit Junior Achievement. (Breath mints cost extra)

VENDOR CAMPAIGN

Many companies such as AAA The Auto Club Group have vendors and customers they do a lot of business with. These folks love you to keep your business and would be happy to support your efforts in the JA Bowl-A-Thon. All you have to do is ask.

Working smarter is key. Many vendors will offer larger contributions and enable you to reach your goal.

PANCAKE BREAKFAST

AAA The Auto Club Group isn't all serious business – these folks know how to have a little fun too. The annual pancake breakfast is a tried and true tradition. The festivities have included Don King and boxer impersonators and the much anticipated pancake eating contest.

THE WORLD FAMOUS METLIFE BAKING CONTEST

MetLife has their associates bring in their famous baked goods, i.e. cookies, brownies, etc and all associates have to pay to taste and then they become the judges, funds are raised, the employee's get some great goodies and everyone wins.

MOTIVATE...MOTIVATE...MOTIVATE

It's important to keep your bowlers motivated during the fundraising campaign. Everyone has a lot on their plate. Be the cheerleader and let them know you're there for them.

COMPANY MATCH

Household, Bank of America, Kraft, PSCU, Catalina Marketing, to name a few all have a company match to support the fundraising efforts of their employees.



Each match is based on a percentage of the pledges raised by participants.

Employees love the evident support from the upper management and appreciate the company making a financial contribution as well.

BOOK FAIR

Books are Fun, Ltd help your company raise cash. Book fairs are set up on – site. Your company sets prices above cost and those net proceeds can benefit Junior Achievement. Call Jon Epps with Junior Achievement at (813) 490-4496 for more details

FUDGE-O-GRAM

Fudge is the word at PSCU. Send a fudge-o-gram to a friend at PSCU. Employees are making fudge and sending them internally (for a small price) with a friendly message of the purchaser's choice.

SAMPLE “ASK” LETTER

Dear «Primary_Salutation»:

«Company Name» and I are participating in the 30th Annual Junior Achievement of Tampa Bay Bowl-A-Thon. The Bowl-A-Thon is Junior Achievement’s largest fundraiser which funds financial literacy, workforce readiness and entrepreneurial programs to nearly 90,000 Tampa Bay students.

I am asking you to join our support of Junior Achievement by sponsoring our team with a financial contribution. For your gift of:

Platinum: \$2,000 - Sponsors Two (2) Classes

Gold: \$1,000 - Sponsors One (1) Class

Silver: \$500 - Sponsors Ten (10) Students

With your contribution, our team will be able to reach our goal and help support these programs and create a better workforce in the future. For your convenience you may make your contribution online through this link (____) or make your check payable to Junior Achievement and return to me at:

«Company Name»
«Address_Line_1»
«City», «State» «ZIP»

It is largely because of great partners like you, that Junior Achievement inspires our young people to own their economic success which is vital to all of our futures. Thank you for your consideration. I look forward to your response.

Sincerely,

Joyce Bowler