



How to Run A Successful Campaign

Let kids see the money they are raising. Keep a large container in a place where everyone can see it as money is added. The larger the container, the more motivating it will be to fill it up. A large plastic pretzel jug or a delivery-service water container works well. Let kids decorate the container.



- Make a large paper chain, adding links for a certain increment in money raised—10 cents, 25 cents, 50 cents, or 1 dollar. Display the chain on the wall so kids can watch it grow.
- Give kids the responsibility, on a rotating basis, for counting and rolling the coins collected.
- Set aside time each week to report on and celebrate progress, count the money, update the funds-raised thermometer or graph, or make links for the chain.

Celebrate! Choose a day for the end-of-campaign party. Earth Day is a good day to celebrate the accomplishment.

Track progress to keep everyone motivated. Here are some ideas:

- Make a large thermometer out of cardboard or draw a bar graph on the board. Let the kids color it in as money is collected. Or distribute copies of a fundraising thermometer or bar graph to everyone and let kids keep track of progress on their own copies.



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GETTING ORGANIZED

These tips will set the stage for you and the young people you work with to have a successful and rewarding Pennies for the Planet experience.

View our video to familiarize yourself with the Pennies for the Planet campaign.

togethergreen.org/p4p/about.aspx

Familiarize yourself with the Pennies for the Planet Starter Kit.

It includes:

- Leaders' guide, suitable for use by teachers, club leaders, and other group leaders
- Copy & Do activities
- Poster
- Kids' newsletter
- Collection jar label
- Participation form



Set the tone by making sure everyone understands the double meaning of the Pennies for the Planet slogan, “Because the planet needs some change.” First, it is a campaign to raise money (“change”) to help important environmental conservation projects. Second, it is a campaign to bring about change—a change in attitudes and behaviors in favor of environmental stewardship and active involvement in local projects to benefit the community and the planet.

Set goals for the amount of money you'll raise and your group's involvement in activities that promote environmental stewardship. Make sure the goals are realistic to ensure that Pennies for the Planet is a positive experience for all involved.

Establish a timeline that reflects the group's commitment. One or two months is a reasonable timeframe for carrying out a true fundraising campaign.