



Soliciting Donations for Your Campaign

Without community support, it can be difficult to carry out an awareness campaign. It can be helpful to request donations, whether monetary or in-kind, from local businesses, community organizations, civic groups and private donors to help support your campaign.

This campaign idea was successfully implemented by the Waushara County Department of Human Services, Wautoma, Wis.

Project implementation

1. Write a newspaper article detailing your activities at least two months before you launch your campaign.
 - This will make the community aware of what you are doing. If your cause interests them, they will be more likely to support it.
 - This reminds groups and individuals of your presence in the community, and encourages them to support you without being too demanding.
2. Visit, call or write letters to past donors.
 - Inform them of your current activities and the importance of your Blue Ribbon Campaign and the prevention of child abuse.
 - Make sure to express your sincere appreciation for their past support.
3. If people are not willing to contribute monetarily, they may be willing to donate time or materials.
 - Some people may be willing to help with planning and implementing your campaign. Be sure to inform potential donors of any volunteer needs you have.
 - Your campaign may benefit from the donation of non-monetary items, such as space, advertising, discounts, food or other products. Do not hesitate to ask businesses or local organizations that may be able to help with this.