



Donation Jars

Donation jars are an easy way to fundraise and build awareness. Here are some suggestions on how to establish a donation jar program.

Who to ask

- Local specialty shops. Owners are members of the community, and often have more interest in helping out.
- Gas stations and family restaurants near main highways. These establishments frequently are visited by local residents and travelers or visitors.
- Friends and family members who own businesses.

How to ask

- Make sure to communicate with a manager or owner.
- Offer information about your organization and Blue Ribbon month and provide a brochure or business card with contact information.
- Ask that the jars be placed by the cash registers so that customers can easily see them and deposit spare change (or a little more).
- Keep track of who has your jars, and set a clear time frame for when you will stop by again to collect the money. Some businesses may only be able to display your jar for the month while others may be willing to help out all year.
- Stop by the businesses during the campaign to check on the jars and your business partner—perhaps even show your own personal thanks by becoming a patron yourself.
- At the end of the month, collect the money and total it up. Write thank-you letters to the participating businesses. Let them know the fundraising total to help them realize the small part they played made a big difference.

About the jars

- Make sure the jars are clearly labeled to let people know where their donations are going and what cause they are helping. Adding contact information to the jar or asking businesses to post a small flier on the counter nearby is a good idea. Donors can learn about other activities your organization has planned or even volunteer some time to help out.
- Don't let the jars take up too much counter space—the area around the cash register often is fairly tight. Businesses will be more likely to help you out if the jar won't interfere with normal business.
- You may want to add a lid or cover to your jars, with an evenly-cut coin slot large enough for folded bills. This will help prevent spilling if the jar is accidentally knocked over, and will prevent inattentive customers from mistaking your donation jars for a take-a-penny/leave-a-penny dish.
- Decorate the jars. Ask children to make color strips of paper to wrap around each jar or add stickers or other decorations. Make sure a distinct block with the Blue Ribbon cause and your information is prominent and easy to read.