

Put your own **FUN**
in fundraising with the

Collectors Challenge

ACA International Education Foundation needs your help! April is Collectors Challenge month.

Money raised through your company fundraisers benefits the Foundation's scholarships and helps raise awareness of our industry's great work.

Challenge Toolkit

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What is Collectors Challenge?

Every April, credit and collections professionals from across the country come together to help support the ACA Education Foundation's scholarship program through fun and exciting company fundraisers. It's a great way to energize employees and benefit our industry at the same time.

Let's put the FUN in fundraising!

How do we get involved?

The possibilities are endless, and companies can even match the pledges of funds raised, for an even bigger impact! Here are some fundraisers that have been successful in the past:

Create Your Own!

Customize a challenge that best suits your team!
See pages 6 & 7 for more ideas.

Tree Planting



Raffle



Fundraiser



Online Auction



Sports Outing



Theme Dress-up Days



Tips to plan your Collectors Challenge fundraiser(s):

1. **Choose** your event(s), select the date(s)

2. **Name** your price – and your fundraising goal

3. **Communicate** to staff through e-mails and posters – see our communications templates on page 5.

4. **Assign** a staff member to coordinate the effort and collect the funds

5. **Provide** receipts to employees for tracking purposes. Create your own or use the template provided on page 5.

6. **Send** (post-event) the Final Report along with a check payable to:

ACA International Education Foundation
3200 Courthouse Lane
Eagan, MN 55121

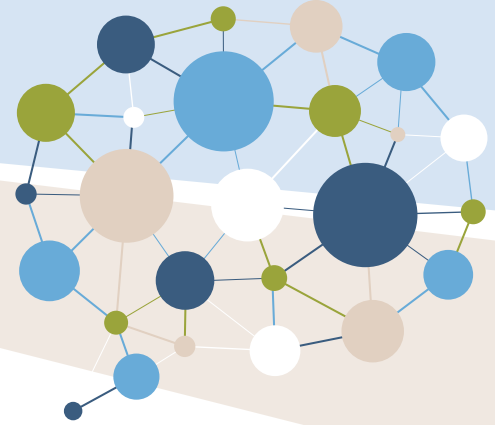
Please write Collectors Challenge in the memo line

7. **Thank** your employees for their participation – see our communications templates on page 5.

8. **Share!** ACA International Education Foundation invites you to share your Collectors Challenge photos and videos on our social media, including www.facebook.com/acaintl, <https://twitter.com/ACAIntl> and LinkedIn [@ACAInternational](https://www.linkedin.com/company/aca-international).

Show us how you put the FUN in Fundraising and helped raise money for Foundation scholarship programs. (Or, email photos/videos to foundation@acainternational.org if you prefer.)

Communication Tools



Email Templates

Participation email

Subject: It's time for Collectors Challenge!

Body: Collectors Challenge is here! Join me in helping raise funds for the ACA International Education Foundation Scholarship Program, and have fun at the same time!

This year, our company is hosting a _____ and I'd love for you to be there! For only \$xx, you can _____.

Date:

Time:

Details:

Thank you for contributing to this year's Collectors Challenge and see you on (date).

Sincerely,
(CEO/owner/event coordinator Name)

Thank you email

Subject: Thank you for taking the Collectors Challenge!

Body: Because of your generosity, we raised (total campaign dollars your company/organization raised) to benefit ACA International's Education Foundation and raise awareness of our industry's great work! We also reached (XX) percent participation and had (XX) volunteer hours.

I thank you for being a part of (company/organization name)'s Collectors Challenge campaign this year. Together, we are turning the stories around for thousands of people.

Sincerely,
(CEO/owner/event coordinator)

Poster Template



This 11" x 8.5" poster graphic is available for download at: www.acainternational.org/about/collectors-challenge.

The white space provided is for adding your company's personal information about your events.

The **jpg file** can be inserted into a Word document (0.375" margins) for you to insert your own text box in the white area.

Or just print the **pdf file** and write in the area by hand.

Receipt Template



This 8.5" x 11" receipt template is available for download at www.acainternational.org/about/collectors-challenge.

More Event Ideas

Feel free to use these ideas as they are, or just as a starting point for creating events that best suit your team.

1. **Strike Gold:** Participants ask friends and family to donate old jewelry they no longer wear and turn the gold in for cash.
2. **50/50 Raffle:** Sell raffle tickets and offer half of the proceeds as prizes.
3. **Going Once, Going Twice:** Seek out service and product donations and hold an online or in person silent auction.
4. **Karaoke Style:** Have participants raise pledges for their commitment to lip-sync and sell tickets to the performance.
5. **Working at the Car Wash:** Coordinate group members to wash cars in a high traffic location for donations.
6. **Sticky Fly:** Sell pieces of duct tape for donors to stick your group's leader to a wall suspended above the floor for a portion of an event.
7. **It's a Bust:** Sell balloons for \$10 each and insert a number in each that corresponds to a raffle ticket given to the purchaser. Pop a balloon for each available prize and read off the winning number.
8. **Go Hairless:** Volunteers commit to shaving their heads if a specified amount is raised by a deadline.
9. **Change It:** Start a competition between classes, families or individuals by giving them each a coin jar to collect change for a designated amount of time. The one with the most collected wins a prize.
10. **Skip a Meal:** Sponsors commit to giving up a meal together and give the money saved to the designated cause.
11. **Pay it Forward:** Give each person in your organization \$10 and a specific amount of time to use the funds to raise as much as they can for the cause.
12. **Give it Up:** Sponsors commit to give up a regular activity for a month and donate the money they save to the designated cause.
13. **Walk/Run/Bike-a-Thon**
14. **Choose your sport:** Get moving! You can make almost any activity into a "thon" and use it as a fundraising even by getting pledges and local sponsorship.

More ideas on page 7...



More Event Ideas *(cont.)*



15. **Bake Sale:** This tried and true fundraising event is an American classic everyone loves. Participants love to show off their culinary expertise, and check out the accomplishments of friends and neighbors.
16. **Jellybean count:** Fill a jar with jellybeans and have people pay to guess how many there are in the jar.
17. **Spelling Bee, Trivial Pursuit, Checkers, Scrabble, Twister:** Have participants and spectators pay to participate and the winner receives a prize. You cannot charge admission for Poker Games as that would violate Gambling Policies.
18. **Pitch-a-thon:** Rent a radar gun and measure how fast people can throw a baseball or kick a soccer ball. Charge \$1 per try and give a prize to the fastest individual.
19. **Plant Trees:** Ask a nursery for seedling donations and then get people to sponsor a tree.
20. **Day of Community Service:** Gather together a group of friends, and contact a number of organizations for which you would be interested in volunteering. Then have people sponsor you to do community service for 24 hours.
21. **Bowling:** Organize a bowling night or a competition. Charge everyone a small fee to enter or have participants get bowl-a-thon pledges.
22. **Miniature Golf:** Build a nine-hole miniature golf course at your school, featuring ramps, water and sand traps, and other obstacles. Charge people to play a round during lunch.
23. **Dog Show:** Invite faculty and staff to show off their dogs in a show. Make it a competition that people pay to enter, and offer a prize for the best groomed dog, most- and least-obedient dog, and so on.
24. **Duck Race:** Sell numbered plastic ducks. Set all the ducks afloat in a race on a river. The person who bought the duck that wins the race gets a prize.
25. **Sports Tournament/Fitness Competition:** Organize a sports tournament or fitness competition. Advertise well and charge spectators to come and watch groups compete. You may need to have medical personnel on hand.
26. **Game Show:** Recreate one or more of your favorite game shows and charge contestants a small entrance fee. Sell tickets to the audience.
27. **Kilometers of Coins:** Gather donations of coins (pennies, dimes, or quarters) and lay them side-by-side until they stretch out to be a kilometer long. Alternatively, surround your gym, library, or parking lot with the coins.
28. **Set silly mini-goals:** With heads or mustaches, shave half halfway through the month.
29. **Play a baseball game in costume:** Superheroes, clowns, etc.

