

Spring Into Action
for

Collectors Challenge

The 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:

Photo Contest



Raffle



Donations



Online Auction



Sports Outing



Themed Dress-up Days



Create Your Own!

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

Tips to plan your Collectors Challenge fundraiser(s):

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

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

3. **Communicate** to staff through emails 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!** The 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) using #ACACollectorsChallenge.

Show us how you put the FUN in fundraising and helped raise money for Foundation scholarship programs. (You can also 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 promote 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 providing continuing education opportunities and keeping the tradition of the Loomer-Mortenson Scholarship Program going.

Sincerely,
(CEO/owner/event coordinator name)

Poster Template



This 11" x 8.5" poster graphic is available for download at: <https://www.acainternational.org/education-foundation/>.

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 <https://www.acainternational.org/education-foundation/>

Collectors Challenge Month – Final Report

Company name _____

ACA member # _____

Contact person _____

Event(s) _____

Number of participants _____

Tell us about your event and any interesting stories!

And don't forget to share your photos and videos with us on ACA's Facebook page at www.facebook.com/acaintl and on Twitter @acaintl or by emailing them to us at foundation@acainternational.org.

Please send this form along with a check payable to ACA International Education Foundation by May 31, 2022 to:

ACA International Education Foundation
3200 Courthouse Lane
Eagan, MN 55121

Note: Please write Collectors Challenge in the memo line.

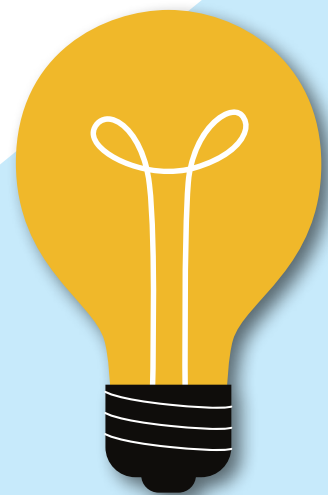
This information may be included in a *Collector* magazine article and a press release summarizing the Collectors Challenge results.

More Event Ideas

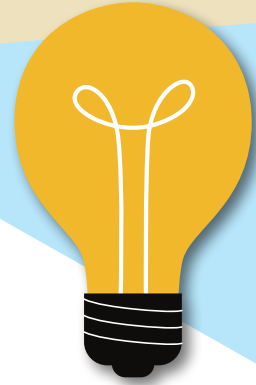
Feel free to use these ideas as they are, or just as a starting point for creating events that best suit your team.

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. **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.
7. **Go Hairless:** Volunteers commit to shaving their heads if a specified amount is raised by a deadline.
8. **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.
9. **Skip a Meal:** Sponsors commit to giving up a meal together and give the money saved to the designated cause.
10. **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.
11. **Give it Up:** Sponsors commit to give up a regular activity for a month and donate the money they save to the designated cause.
12. **Walk/Run/Bike-a-Thon**
13. **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.
14. **Bake Sale:** This tried-and-true fundraising event is a classic everyone loves. Participants enjoy showing off their culinary expertise and checking out the accomplishments of friends and neighbors.

More ideas on page 7!



More Event Ideas *(cont.)*



15. **Jellybean Count:** Fill a jar with jellybeans and have people pay to guess how many there are in the jar.
16. **Spelling Bee, Trivial Pursuit, Checkers, Scrabble, Twister:** Have participants and spectators pay to participate and the winner receives a prize. Note: You cannot charge admission for poker games as that would violate gambling policies.
17. **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.
18. **Plant Trees:** Ask a nursery for seedling donations and then get people to sponsor a tree.
19. **Day of Community Service:** Gather a group of friends and contact a number of organizations for which you would be interested in volunteering. Have people sponsor you to do community service for 24 hours.
20. **Bowling:** Organize a bowling night or a competition. Charge everyone a small fee to enter or have participants get bowl-a-thon pledges.
21. **Miniature Golf:** Build a nine-hole miniature golf course at your company, featuring ramps, makeshift water and sand traps, and other obstacles. Charge people to play a round during lunch.
22. **Pet Show:** Invite faculty and staff to show off their dogs or cats in a show or photo contest. Make it a competition that people pay to enter, and offer a prize for the best groomed dog or cat, most- and least-obedient dog or cat, and so on.
23. **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.
24. **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.
25. **Game Show:** Recreate one or more of your favorite game shows and charge contestants a small entrance fee. Sell tickets to the audience.
26. **Play a Baseball Game in Costume:** Superheroes, clowns, etc. Sell tickets!

About the ACA International Education Foundation

The ACA International Education Foundation is the philanthropic arm of ACA International, the Association of Credit and Collection Professionals. Since its inception in 1995, the Foundation has fulfilled its mission through several major initiatives:

- **ACA International Loomer-Mortenson Scholarship Program.** A scholarship advancing the higher education of people connected to the credit and collection industry.
- **Foundation Fellow Award.** Presented each year to recognize the individual or company that made the most significant contribution in support of the foundation and its goals.



Money to fund these important projects comes from donations and fundraisers managed by ACA International, its supporters and members. For additional information on the Foundation, contact Kelsey Voorhees, account coordinator, at foundation@acainternational.org.

About the Loomer-Mortenson Scholarship Program

History and purpose

The scholarship was created in 1985 and honors the memory of ACA member Robert E. Loomer and ACA staff member Irvin “Dempsey” Mortenson. The scholarship is awarded to individuals who are employed in the credit and collection industry and their dependent children so they may further their education at post-secondary institutions.

Robert E. Loomer, an ACA instructor from 1975-1984, taught a total of 44 seminars for ACA’s Education Department. He was one of ACA’s most often requested instructors and was awarded the Charles F. Lindemann Memorial award as ACA’s Certified Instructor of the Year in 1979. “Bob” was a member of the ACA National Legislative Council and a member of the 1979 class of the International Fellowship of Certified Collection Executives.

Irvin “Dempsey” Mortenson was ACA’s director of public affairs from 1973-1980. Dempsey was instrumental in negotiations with congressional committees that produced the version of the Fair Debt Collection Practices Act that became law in 1978. He worked extensively to educate ACA members about the FDCPA and to develop a good working relationship with the Federal Trade Commission, which was charged with interpreting and enforcing the FDCPA.

Eligibility and selection

To be eligible for application to the scholarship program, an applicant must be:

- A current employee of a company affiliated with the collection industry; or
- A person employed in a collection or credit management function; or
- A dependent child of such



And:

- Enroll for a minimum of 12 credit hours at an accredited college, university, vocational-technical college or community college within 12 months following receipt of the award.
- Individuals who won ACAEF Loomer-Mortenson Scholarships in the amount of \$10,000, \$5,000 or \$3,000 (first, second or third place) in the prior year are not eligible for one of the top three prizes the following year. However, previous winners are welcome to apply for scholarships in the amount of \$1,000. Preference will be given to new applicants.

More information and application available at www.acainternational.org/education-foundation/.