



CANADA
4-H Ontario

Giving at the Till Toolkit



Give at the Till Programs: A Toolkit for 4-H Ontario Associations

The Corporate Giving and Philanthropy Department of 4-H Ontario has developed this toolkit for 4-H Associations who would like to pursue a Give at the Till program with one of their local retailers. These programs can be great opportunities for raising funds as well as raising awareness of 4-H in your area for membership and volunteer drives. They can be as big or small as you and your retail partner decide.

Things to Consider

Whether the store has reached out to you or you've contacted them here are some items that are important to consider when planning your program:

How long will the campaign run? Typically a store will run a program for a week – a Saturday to the following Sunday – but there are no rules.

How will the store track giving? Will they provide you with a cheque at the end of the program? Will they charge any kind of service fee?

How will you and the store promote this program inside and outside of 4-H? Can you use social media, will you have club leaders promote, will the store use their channels?

Will you support the program through any additional activities? For Example:

- Information booths in the store or at the entry-way
- Additional on-site fundraising such as BBQs, bake sales, car washes etc.
- Social Media

What kind of display and promotion is the store comfortable with? Can you put out signs (templates available), bring in balloons, pop-up banners etc.

Is there an existing promotion that can be “tied” to your give at the till initiative? i.e. store anniversary, Agricultural Awareness Day etc.?

How will you thank the store for their support?

Typically receipts are not issued for these types of donations, and we would recommend this. You can include information on cards for the retail staff to direct those donors who wish to have a receipt to donate via the 4-H website under “Donate”



Support from 4-H Ontario

4-H Ontario can provide the following, with at least six (6) weeks' notice:

- Clover note pads for donors to be given following their donation to write their names on and display in the store
- Pop-Up sign
- Stickers for store staff to wear on their uniforms to advertise the program

Available on the 4-H Ontario website (Volunteers/Resources and Support/Funding and Competitions - this is a password protected section of the website)

- Information sheet to provide to store staff
- Template to print contact information on Marketing cards
- Templates for 8 ½ x 11 and 5 x 7 signs that can be posted in store or displayed in Plexiglas at the tills and throughout the store

How you can help the program succeed by supporting your partner retailer:

Offer an information session to staff to educate them about 4-H and how you will use the funds to support youth development. It is the cashiers who will make the program successful so if you can help them understand how awesome 4-H is they will keep asking their customers to donate. There is a 4-H information sheet that you can download and provide to staff for their reference. It is a Word file you can update to include local association information.

Ask the retailer if they will allow a staff contest as incentive – for example you could purchase a Gift Card and the cashier that raises the most money will win. Friendly competition can be very effective at motivating people to ask to give!

Send press releases to the local media to promote the activity (sample provided in Appendix)

Be sure to visit the store to monitor your displays and ensure it is looking great: top up info cards, resource guides, etc. Thank all the staff for conducting this fundraising program and offer to provide any information they may need. If the store approves, you could bring a thank-you gift such as cookies. Our genuine gratitude helps encourage people to raise as much as they can!

Encourage your members and volunteers to support the store – have them donate themselves and let the staff know they are from 4-H and so happy to be supported by the organization



After the Campaign

Be sure to book a cheque presentation/thank you event to thank the store for all their work. It would also be great to show thanks to all the staff, whether a visit to the store, thank you card or treats (maybe cookies made by a club?)



Checklist for Give at the Till Success

Preparing for the Program

- Confirm Dates
- Confirm how fundraising will be tracked by the store
- Confirm if there is an administration fee
- Establish promotion in store (i.e. signage, pop-up display, Resource Guides and Cards)
- Confirm details for additional fundraising in-store (if applicable)
- Send out promotions – social media, press release, updates to clubs etc.
- Book store staff training day
- Confirm contest for highest fundraiser (if applicable)
- Do walk through with retailer to understand where they will display clovers, where you will be able to display additional promotional signage
- Day before/starting day bring in all support materials, review with staff

During the Program

- Book times to visit store to monitor progress and engage with staff
- Promote via Social Media and Clubs etc.

Following Program

- Book cheque presentation date
- Thank store through social media, and via formal letters etc.

Templates can be found on the 4-H Ontario website here:

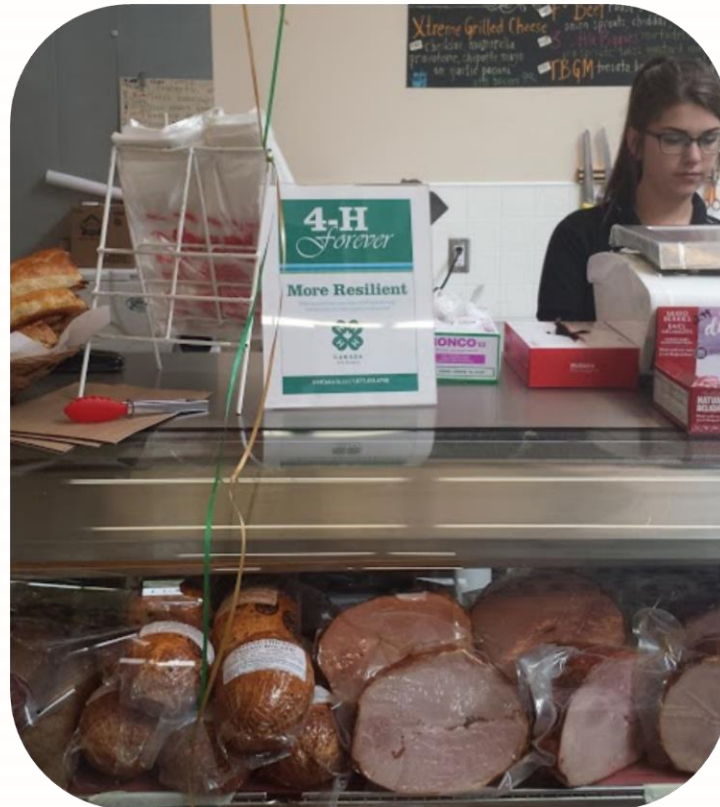
Volunteers/Resources and Support/Funding and Competitions (this is a password protected section of the website)

Sample Store Displays

Promoting In-Store

(templates available for download on Volunteers/Resources and Support/Funding and Competitions)





Staff Wearing 4-H Stickers to Promote



In-Store Promotion of 4-H





In-Store Promotion of 4-H



Clover Display





Sample Press Releases

FOR IMMEDIATE RELEASE

Support 4-H at Fraberts Fresh Food's Ninth Birthday Party!

Join us for samples, demos, and kids' activities

Fergus, May 4, 2017 – Join the celebration at Fraberts Fresh Food on Saturday, May 13 from 11:00am to 1:00pm. There will be free food samples, supplier demonstrations, and activities for the kids. Representatives from 4-H Ontario will also be on hand to raise awareness and funds for this terrific youth leadership program.

“We’ve now been part of this amazing community for nine years,” stated Chef Derek Roberts, co-owner of Fraberts Fresh Food. “Every year we throw a little party to show our appreciation to the loyal customers who have made our dream come true.”

Fraberts Fresh Food opened their doors in May of 2008, focusing on local produce, some meat, freshly baked bread, ready-made meals, and catering services. The store expanded in January of 2012, doubling in size and increasing their selection to include a larger meat counter, deli sandwiches, and pizzas to go.

There will be information about the 4-H program available and representatives will be on hand to link you with local clubs and events. There will also be an opportunity to “give at the till” to support the program.

“As a proud 4-H alumnus, I am very excited to have this opportunity to promote and support 4-H in my community,” added Jackie Fraser, co-owner of Fraberts Fresh Food. “Fraberts Fresh Food probably wouldn’t exist had I not embarked on the educational and career path that started with this terrific youth leadership program.”

Fraberts Fresh Food is a family-run local food market and catering business open seven days a week in the Historic Marketplace on the River in beautiful downtown Fergus.

4-H Ontario is a non-profit positive youth development organization that builds youth as leaders within their communities and assets to the world. 4-H provides youth with a place they can be involved, accepted, valued and heard while developing valuable skills for leadership and life.