

## **Gimme 5 Endowment Campaign**

A program of this magnitude takes time to shift into high gear. We need to reach the 98% of our members who have not yet participated –

We all know personal communication is usually more successful – easier to explain why and how - and less easy to be ignored. We also know personal recognition is extremely important and, quite often, a challenge or competition can stimulate more action and better results. Our members also need to be recognized for their accomplishments....with special recognition to those who excel above all others.

We are introducing a new opportunity to reach more members. It is similar to the sponsor recognition program. Simply stated, we invite every donor to become a Gimme 5 sponsor of new donors. We are asking you to “put your heart” into helping to increase the Endowment Fund through Gimme 5. We ask that you:

1.	Download a page of 10 ‘referral’ cards from the Moose Charities website
2.	Write your name and ID# on the ‘referral’ cards
3.	Talk to members, relatives, and friends about Gimme 5. Invite them to donate \$36.50 or more. Remember – this is a tax deduction and anyone, including non-members, can donate to Moose Charities
4.	Give the ‘referral’ card to each first time donor and ask that it be included with the donation of \$36.50 or more
5.	New donor sends ‘referral’ card and donation to Moose Charities (credit card donations can be made and the donor can type your name and ID number in the referral box)
6.	The donor’s name and donation will be entered as well as your name
7.	When we receive the referral card, we will post your name on the Moose Charities website and update it each time we receive a new donor whom you have referred.
8.	To be a contender for top recognition, a minimum of five referrals is necessary - then the member with the most referrals over five will be notified
9.	The top two members in each Association (one LOOM/one WOTM) will be recognized at the end of the 2009-2010 fiscal year

We hope this new incentive will help us reach more members and have them join us in our continuing efforts to increase the Endowment Fund. And we hope each of you will be active in this new referral program. Remember – “If it is to be, it is up to me

[www.moosecharities.org](http://www.moosecharities.org)