

NEW 2018 GIVING TUESDAY ACTIVITY

Penny War Challenge

Penny War fund raisers are used in schools and corporate/organization settings to raise money for a shared goal while engaging participants in a friendly, spirited competition. School/campus groups or corporate divisions compete against each other to raise funds for a designated charity.

How it works.

Pennies are awarded positive points and other denominations are awarded negative points. (For example: 50 pennies equals 50 points. If a competitor puts a quarter in your jar with the 50 pennies, the quarter cancels out 25 points.) Each participating group seeks to maximize its points by getting as many pennies as possible in their containers and trying to put non-penny coins and bills into others' containers. It's a win-win situation! The team with the most points wins the competition, and the charity gets more money than just pennies because teams try to knock others out with negative-point, but higher value coins and bills.

It's easy and inexpensive to participate.

Here's all you need to do:

1. In honor of Giving Tuesday, designate Community Advocates as the beneficiary of your Penny War.
2. Identify a minimum of 2 "teams" within your organization to compete.
3. Contact Kris Uhen, Development Director, at kuhen@communityadvocates.net to sign up your participating teams or if you need more information or have questions.
4. Provide a clear collection container for each team. These can be large plastic jars, plastic piggy banks, etc.
5. Print out the Penny War signs with the details and affix to each collection container.
6. Spread the word about your Penny War via email, signage, etc. and let your participants know the location of the collection jars.
7. Run your Penny War from Monday, November 26th – Friday, November 30th during the week of Giving Tuesday.
8. Share your results. Announce who won and the total amount raised for Community Advocates.
9. Drop off or mail your donations to Community Advocates, Attn: Penny War Challenge, 728 N. James Lovell Street, Milwaukee, WI 53233.

Thank You and Have Fun!