

## **Coin Bank Marketing and Promotional Suggestions**

### **Tips for fundraising success:**

- Place banks in highly visible, heavy – trafficked areas, with vendors who have been supportive of your Club.
- Your best opportunities for placing banks is through businesses who are already familiar with your Club and /or Optimist International. Call on businesses who have sponsored or provided donations for Club activities. Utilize businesses that your members are employed by or to whom they have a connection. Don't be afraid to call on businesses who your Club has given paid business to or have earned money by performing services for your Club, such as printers, restaurants, grocers, etc.
- Try to focus on small businesses first, as opposed to franchises of national chains. Placing banks with franchises or national chains is fine, but many of these businesses have to receive approval for participation from their corporate or regional headquarters. Some may not carry them because they conflict with another fundraising or charitable cause they are tied into nationally or regionally. Many national chains won't carry fundraising/promotional from an organization because it opens them up to requests from multiple organizations.
- Place some “starter money” in the bank, and make sure there is money in there at all times. Money placed in the bank provides legitimacy to the promotion and encourages others to give.
- Keep the brochures filled at all times. It's the only device we use to educate the public about the program, and the cover of the brochure makes a visual appeal for contributions.
- Collect cash and refill supplies on a regular basis. Unattended banks show a lack of effort and enthusiasm for the cause, and will turn off the vendors supplying space for the banks.

### **Suggestions for utilizing coin banks to promote your Club**

- Clubs are encouraged to place a sticker or label on the side of the coin bank identifying the name of the Club who is sponsoring the bank. This not only will identify you to the public, but it will “localize” the appeal, as opposed to the perception the bank was placed by the International office. This will also be beneficial in the event the bank becomes stolen or lost.
- Likewise, Clubs can promote Optimism or encourage membership inquiries through the sticker system.
  - For example, a sticker that says, “Sponsored by the XYZ Optimst Club. Interested in finding out more about Optimist International? Call \_\_\_\_\_” or post the website address: [www.optimist.org](http://www.optimist.org) .
  - Another alternative is to use a member's email address for contact information. If this poses concerns, use Member Services email: [membership@optimist.org](mailto:membership@optimist.org) .