



Hearts for Hope Campaign Overview

The Hearts for Hope campaign is a point of purchase program and a potential source of new revenue for TACA. As with any point of purchase program, the key to a successful program is VOLUME; Volume of both traffic and volume of sales. To raise hundreds or even thousands of dollars through this promotion, it is important to secure a corporate commitment to this campaign. Selling Hearts for Hope in other settings such as restaurants, beauty salons, and car washes will also raise money and visibility for TACA

The Hearts for Hope campaign is a highly visible fund-raising campaign that can be utilized at a variety of locations such as: Banks, Grocery Stores, Fast Food Outlets, Convenience Stores, Warehouse Stores and Large Retail Outlets, or any location in your community that attracts large numbers of people or has a number of distribution points (chains, branches or franchises).

How do the Hearts for Hope work?

Sites commit to sell and display Hearts for Hope

Employees at each location get involved promoting Hearts for Hope to their customers

Employees then sell the cut outs to customers for \$1, \$5 or more each.

Customers purchasing a Hearts for Hope write their name, the name of a loved one or a brief message on the Heart.

The Hearts for Hope cut outs are then displayed in a prominent location in the store.

Hearts for Hope Success Factors

Competition: Promote the idea of individual locations competing against one another. It's a fun way to promote the campaign throughout your community.

Educate and Motivate Individuals Selling of the Hearts for Hope: For any sales campaign to be effective, the salespeople need to understand how it works and what their responsibilities are. Tell them about TACA and what we are doing and how critical it is that more dollars are raised to support research in the fight against autism. Include information on the campaign in company newsletters and other employee communication pieces.

Incentives and Prizes: Prizes increase motivation. It generates excitement and motivates others to sell more hearts to get a shirt. Work with the company/business to offer fun incentives of their own, such as hours off, special parking privileges or lunch on the boss.

Provide Plenty of Materials: Make sure each site has plenty of cut outs. Volunteers should periodically check to make sure sites have adequate materials and to pick up the money.

Volunteer Recognition: Follow up with thank you notes to all sites. You might even want to present a certificate or award to each site that participated.

Contact the TACA office for additional materials