

AVGEN INCENTIVES GROUP

Dear Fundraising Coordinator,

We are often asked about ways to increase participation in the Avgen Gift Card Program. Below are some suggestions which have come in the form of feedback from some of the most successful groups.

Groups should recruit volunteers dedicated to promote the Avgen Gift Card Program for your group. These volunteers promote the program to personal supporters within the group as well as personal and corporate supporters in the community. An effective strategy is to approach prospective supporters on a one on one basis providing a rundown of the program and its' benefits.

Corporate community support can be a large source of fundraising for your cause. Often corporations are already buying gift cards at face value for their incentive programs. In such circumstances they are often pleased to purchase their cards from a group with a worthwhile cause.

Provide incentives to group members who actively participate in the program. One idea is to run contests to see who can generate the most for your cause and provide them with some reward and acknowledgment. Some groups return a portion of the funds generated to their participants. You can use the TRIP schedule to make this process easier to implement.

Some groups expect members to participate and charge them an extra fee if they choose not to participate. This approach provides a strong incentive to participate.

Some retailers allow gift cards to be used after the fact. By this we mean that if a purchase is made and you don't have any gift cards with you to pay for it, some retailers allow you to return at a later date with your receipt and reverse the transaction so that it can be paid with gift cards. This is particularly useful in the case of large dollar purchases.

Avgen strongly suggests that all groups recruit one or preferably more volunteers whose sole function is to promote the Avgen Gift Card program for your group.