



Go Green!



To benefit



Fighting Muscle Disease

Muscular Dystrophy Association • mda.org

Shamrocks Against Dystrophy

The program is conducted by tens of thousands of retail and commercial businesses and organizations nationwide in which Shamrocks mobiles are sold to customers and patrons for \$1 and \$5 contributions. Shamrocks Against Dystrophy is a timely themed St. Patrick's Day holiday promotion that inspires added pride in associates and encourages friendly interaction with customers.

A Community Event

MDA's Shamrocks Against Dystrophy will provide Kappa Alpha Order with:

- a promotion offering local businesses an unparalleled record of outstanding customer response;
- a turnkey promotion coordinated and supported uniformly by MDA's professional staff nationwide;
- a dynamic array of promotional materials supplied at no cost;
- opportunities for multimedia support; and
- a means of demonstrating Kappa Alpha's tradition of community support.

Added Value

Shamrocks Against Dystrophy is a fun, festive, friendly promotion that's cost-free. Kappa Alpha can help demonstrate the value to businesses.

- Wow customers by creating an exciting St. Patrick's Day holiday atmosphere.
- Encourage friendly interaction with customers.
- Remind customers that community businesses are good neighbors.
- Inspire added pride in business associates.



Customer response to the Shamrocks Against Dystrophy promotion has been overwhelming, generating millions of dollars in thousands of locations nationwide.

All You Need to Do

The Shamrocks Against Dystrophy promotion is designed for easy implementation.

- Posters are put up, buttons are worn. Associates are encouraged to wear green during the promotional period.
- Set store goals based on the funds required to send a child to MDA summer camp or fund minutes of research. Associates know that their efforts are making a difference.
- With MDA's help, employee incentives are created (T-shirts, gift certificates, in-store recognition programs, etc.).



Three Steps to Success:

1. Shamrocks mobiles are placed in a visible location at the checkout area.
2. Associates ask every customer, "Would you like to buy a Shamrock to help MDA?"
3. Shamrocks are signed by customers and hung to foster public recognition and good will.

Your Shamrocks displays will create a festive St. Patrick's Day atmosphere.

Successful Shamrocks Promotions

Experienced professional MDA liaisons can provide supplies, media support and recognition programs.

Check out these Shamrocks promotions that Kappa Alpha can help promote to area businesses and ensure a successful Shamrocks campaign.

Go for the Gold:

Ensure the success of your Share the Shamrocks Spirit campaign by focusing on selling all \$5 Gold Shamrocks first. Then focus on selling all the \$1 Green Shamrocks.

Merchandising Tie-In:

Everybody likes a bargain, so businesses may partner with one of their vendors to add a coupon to the \$1 Green and \$5 Gold Shamrocks. It's a great way to strengthen vendor relationships, enhance customer loyalty and drive volume. **EVERYONE WINS!**

Consumer Rewards Program:

Suggest businesses post signs around the store letting customers know they're invited to Share the Shamrocks Spirit. And, if store personnel forget to invite them, they'll get a free item.

MDA has these promotional materials available at no cost:



Banners 56" x 24"



\$1 Green
Mobiles

\$5 Gold Mobiles

\$10 or more
Platinum Mobiles



Employee Buttons



Posters (13.5" x 17" and 8.5" x 11")

Jack's Raises \$120K For Muscular Dystrophy

Towns and cities across the United States were covered in green for St. Patrick's Day, but in many Jack's in the Southeast, things had already been green for a month.

For 14 years, Jack's has actively participated in the Muscular Dystrophy Association (MDA) Shamrocks Against Dystrophy campaign. This year, Jack's restaurants raised an unprecedented \$119,594, helping the Muscular Dystrophy Association of Greater Alabama surpass its goal of \$100,000.



Totals Exceed All Expectations

QUICKWAY Shamrock Drive Raises Dollars For MDA

SIDNEY - Quickway Food Stores have announced the results of their Shamrock Drive held in February and March to raise money for the Muscular Dystrophy Association.

Ford singled out the Quickway Store in Rotterdam - a new addition to the Quickway family - as having lead the pack by raising the most money this year: \$1,539 in just the one store. He also cited Quickway stores in Conklin and Campville for their efforts.

Ford attributed the enthusiasm and success of all stores to Quickway General Manager, Rick Mirabito, and Marketing Administrator Dorthy Riddell, whom he applauded for being supportive of MDA fundraising "from Day One."

During the month of February and March, Quickway stores "sold" a total of 47,000 shamrocks for the drive.

The drive, which spans the state, has raised over \$100,000 for MDA.

Wallis Oil 'Turns Over The Clover' And Raises \$7,430.61 To Benefit MDA

Wallis Oil and the Muscular Dystrophy Association recently teamed-up in the fight against neuromuscular disease. Wallis kicked off this company wide event beginning the last part of February and ended St. Patrick's Day.

"Corporate-wide events can sometimes be a challenge to organize, however B.J. (Berti), the Territory Managers, and all of the managers and employees of the stores worked so hard and were very dedicated! The goal for this event was to raise \$7,430.61. It was a blockbuster."

The money raised at this fund-raiser will help the daily challenges of the MDA program such as the cost of medical equipment, Annual Summer Camp, and of course - ground breaking. Wallis Oil is a proud sponsor of this fundraiser locally year after year. Call 623-723-0877.

Dystrophy fundraiser goes green

The "Shamrocks Against Dystrophy" program is underway in Caldwell County.

Stephenie Voges of MDA said that thousands of shamrocks, sponsored by Taco John's and others, have been delivered to many locations in the area. The fundraiser opened on Feb. 14.

Green shamrocks are now on sale for \$5. They can be found at gas stations and other locations.

This is a used benefit program that while raising money it against 40 runs through

Redner's participating in MDA shamrock program

Redner's Warehouse Markets is again participating in the Muscular Dystrophy Association's Shamrock Program until March 11. All proceeds from the sale of the \$1 paper shamrocks will go towards the MDA.

In addition to the purchase, supporters will get their names written on the shamrocks, which will be posted at each store.



Prospecting for Shamrocks

Here's how Kappa Alpha can find the right businesses:

- Target accounts that will make the biggest difference in Shamrocks sales.
- Research chain and large single-location accounts in your community.
- Do a fast-fact finding mission, including company structure, store listing, hierarchy, philanthropic alignments, trade shows and manager meetings.
- Build an approach list specific for each area.
- Identify insiders in the company, family members, chapter members and volunteers.
- Create a company profile for each staff person, including:
 - Company history
 - Local market specifics such as the number of locations in the area
 - Contact information
 - Information on like industries participating in Shamrocks; if business is participating in other areas of the country; endorsement letters if possible
- Create a form to track communication progress and establish the schedule of information to be reported to the Regional Office.
- Outline deadlines for contracting the company, scheduling a meeting and recruiting the account.

The Meeting

Have this outline available to refer to in the meeting to keep you on track.

- Thank the potential sponsor for the meeting.
- Expand rapport by inquiring about the company.
 - Company structure
 - Other charity involvement: successes and failures
- Overview of the program.
 - Customers are asked to buy a Shamrock mobile by your employees.
 - The Shamrock is signed by the customer and displayed in your locations to decorate for St. Patrick's Day — one of America's most festive holidays.
 - MDA provides all campaign materials free of charge.
 - Show materials.
 - Shamrocks have UPC codes for your convenience.
 - Discuss program dates.
 - Highlight MDA services plan.
- Initiate weekly motivational phone calls (discuss how many Shamrocks have been sold, obtain quotes for the newsletters, and discuss any incentives or supplies needed).
- MDA incentives (check with your MDA representative).
- What is required from sponsors?
 - Store listing with addresses, phone numbers, managers' names
 - Schedule kick-off meeting for January.
 - Request endorsement at managers' meeting.
 - Discuss internal incentive (e.g., days off, preferential scheduling, etc.).
 - Address money-handling issues (scanned, special key, other).
 - Plan for the collection of funds at the conclusion of the program.
- Set goals.
- Close the sale and notify MDA.