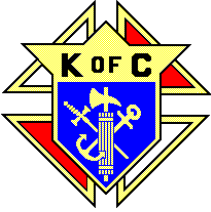




2017 Measure Up Campaign

Planning Guide



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Facts about The Arc

The Arc of Pennsylvania is a statewide organization of parents, friends, and individuals with disabilities that provides advocacy and resources for Pennsylvanians with intellectual, and developmental disabilities. The Arc of PA has 33 local chapters in Pennsylvania providing advocacy and services to individuals and families in 49 counties. Many of the direct services include early childhood programs, community living arrangement programs, parent-to-parent groups, and employment services. Every chapter works tirelessly to advocate for persons with intellectual and development disabilities and their families. Funds from the Measure Up Campaign support this essential work of the chapters of The Arc.

The Arc also provides advocacy at the state and national levels. Very often, people with intellectual and developmental disabilities are denied their rights. The Arc has become the champion of these rights and has managed to secure funds, services, and legal protections so that these individuals can achieve their goals without limitation.

Today, The Arc is the largest advocacy group in the United States for persons with intellectual and developmental disabilities, and it has earned the reputation as the single most respected voice on this issue. Education is now guaranteed by law, and it is assumed that people with disabilities will participate fully in the community. Thank you for your support of the activities of The Arc.

PA State Council Knights of Columbus Campaign Chairman

Ralph Trofino
129 Old Hickory Lane
Johnstown, PA 15905
Phone: 814-255-5722
E-mail: rjtrofino@gmail.com

Send all Measure Up Campaign checks to Mr. Trofino.

The Arc of PA Project Coordinator

Gwen Adams
The Arc of Pennsylvania
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Pennsylvania Place, Suite 403
Harrisburg, PA 17101
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If your Council has not recently participated in the campaign, we hope you'll consider doing so this year. Contact your local chapter of The Arc to learn more about their mission and the important work the Measure Up Campaign supports.

CAMPAIGN LOCATION **For Traditional Can Collections**

Your campaign locations should be set up immediately. If you are planning to use a local mall or shopping center, contact their public relations departments to request their use on the date(s) you select to run your campaign. A “Dear Manager” letter is included with this mailing for you to share with local store management, if necessary.

Check with your local officials to determine if a permit to solicit funds is needed in public places. Public places to consider are street corners, parks or community events.

To use other locations, please contact the proper authority to request permission. These include churches, banks, grocery stores, restaurants, etc. You may even consider large flea markets that continue to be popular.

If you are having difficulty in obtaining permission to conduct your campaign or contacting the appropriate persons, get in touch with your local chapter of The Arc and request their assistance.

The Arc of PA office tracks campaign expenses, including supplies (aprons, labels, rulers, etc.), postage, copying, and award plaques. A share for expenses is deducted from each county’s total funds raised and 75% of the net proceeds raised in the county are sent to the local chapter of The Arc serving that county. Twenty-five percent of the net proceeds are retained by The Arc of PA for its work on behalf of all Pennsylvanians with developmental disabilities and their families.

Non-Traditional Collections

We are encouraging any Council who has experienced road blocks with the traditional collection technique of using retail stores for gathering donation, to “think outside the box”. Some Councils have had dinners or a pancake breakfast. If you have new or different ideas for gathering donations and need some support, please feel free to contact me at the State chapter of The Arc or your local chapter. If it is within our power to help you make your Councils campaign a success, we want to be there for you.

Awards

- ***Certificate of Appreciation*** - Issued to all participating Councils
- ***Plaque*** - Issued to all members reaching the \$7.00 “per member” goal.
- ***Special Recognition Award (2)*** - Issued to the Council raising most money statewide and the Council raising most per capita statewide.
- ***Regional Gold Service Award (10)*** - Issued to the Council raising the most money in each region and Council raising most per capita in each region.
(NOTE: *Special Recognition Award winners not eligible for regional awards.*)

SUPPLIES

Your order for supplies should be submitted to either; The Arc of Pennsylvania or Ralph J. Trofino.

There are four supply items available to assist you in the campaign. Please refer to supply order form for further details.

- **Posters** - These can be placed in sales outlets to help promote your efforts in advance of your campaign.
- **Rulers** - Please refer to the “calculation sheet” on the order form to help you determine how many rulers you might need (basically one ruler per dollar raised.)
- **Coffee can labels** - Many Councils use coffee cans (5 1/4” high and 3 7/8” diameter) to raise funds. The labels can be affixed to these cans to highlight your efforts.
- **Carpenter aprons** - *Please use aprons from previous years whenever possible.* Order only those needed to supplement your current supply. Four (4) aprons per Council are generally sufficient for a campaign.

2017 Campaign Calendar

March 31

News release - regarding location and date of local campaign (*by local Knights Council*)

April 1 - June 30 MEASURE UP CAMPAIGN

Thousands of Knights around the Commonwealth raise funds for The Arc for the 39th straight year.

THANK YOU!

After Campaign

Third news release (*by local Knights Council*) within two weeks announcing the amount raised and thanking the public.

July 31

Knights of Columbus State Arc Chairman will send final report to the Knights State Treasurer

September

Knights' State Arc Chairman submits campaign proceeds to The Arc of Pennsylvania. And The Arc of Pennsylvania distributes funds to local chapters