



HOW TO MAKE THE MOST OF YOUR 20c TUESDAY CAMPAIGN:

The more people you send to a Jack & Co store on a Tuesday, the more money you will get – it's as simple as that! So, you need to let people know about your involvement in 20c Tuesday and you need to do everything in your power to ensure they put their magic token into your donation box!

We suggest you pull your 'team' together – be that a committee, or a group of parents, students, players, teachers or friends and family – and have a little brainstorm about how to get the most out of the initiative. You'll be surprised at all the great ideas people come up with!

Here are just a few ideas to really make the most of your 20c Tuesday campaign:

- Fire up your social media!
 - If you haven't got a facebook page or instagram account, now is the time to set one up (ask us how if you need help)
 - Post away:
 - tell your followers about the 20c Tuesday initiative
 - explain how they can help you receive the most donations
 - tell them how the money will be used
 - remind people to go into stores every Monday afternoon/Tuesday morning
 - Jack & Co creates a 20c Tuesday post each week so make sure you share it on your social media pages
 - Need more followers? Invite everyone you know to 'like' your social media accounts and ask them to share your posts with their friends
 - Don't forget to tell everyone how much was raised and thank them for their support at the end of the quarter
- Feature 20c Tuesday in your newsletter
 - Tell people all about the initiative, how it works, how they can help and what the money will be spent on

- Add a fundraising page to your website
 - Create a new page about the 20c Tuesday initiative (your web developer should be able to do something simple if you don't know how to do it)
 - Share the new page on your social media and in your newsletter; tell your friends and family about it; shout it from the rooftops!
- Think about how else you could attract people to the stores on a Tuesday:
 - Send an email out to everyone in your workplace on a Monday afternoon or Tuesday morning to remind them to get their coffee from Jack & Co (and put their token in the right box!!)
 - Give out a lucky door prize for anyone who can prove they donated to your cause
 - Do you exercise before work/school on a Tuesday? Take everyone to Jack & Co afterwards for a coffee.
 - Perform in one of the stores (approval from Jack & Co required)
 - Set up a carwash in one of the stores (approval from Jack & Co required)
- Put a poster up on your local community noticeboard, or at the RSL, Bowling club, Sports ground, Gym, Kids club, Mother's Group, Poker night ... or whatever other club or group you belong to! You can explain who you are, how the 20c Tuesday initiative will help you to raise money and what the money will be spent on.
- Tell your local media – journalists love a local 'good news' story.
- Have a Tuesday party ... get your work place/mother's group/friends/family or any other randoms involved! Have a morning or afternoon tea, pick up coffees for everyone and then you're sure that the tokens will be donated to you! (Want to go an extra step? Theme it ... mad hatter, alice in wonderland, fluro, tutus, super hero... whatever tickles your fancy!)
- Use 20c Tuesday as the excuse to create other activities to raise money for your cause, such as:
 - Trivia night
 - Chocolate fundraisers
 - Girls night in
 - Raffle
 - Swear jar
- Above all else, have fun with it! The more excited you get, the more excited others will get (and therefore, the more tokens they will give your cause!)