

Pay it **FORWARD**

Addiction University

*One Day ...
One Night ...*

*One Community ...
One Fight*



Inspiring Students to Live Addiction Free

Fundraising Handbook



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Play it *Forward* Fundraising Information

Committee Contact Information: _____

Team Name: _____

Bank Night Date: _____ Time: _____

Location: _____

Team Goal: \$ _____

Event Date: _____



A & E's "The Recovery Project Walk"





WELCOME!

One of the most important things to remember about Paying it *Forward* is that it should be done with a selfless spirit. This means you help another person or persons without hoping for repayment or good deeds in return. In fact, there are some organizations that allow people to Pay it *Forward* anonymously, donating money or performing good deeds without hoping for recognition. As far as the receiver of the money, gift, or good deed is concerned, he or she is told only to Pay it *Forward*.

Thank you for participating in the Addiction University's Pay it *Forward* Fundraiser. As a team captain or a team member, you are a valuable part of the journey toward educating students about addictions and truly Paying it *Forward*. Your dedication, hard work, and passion shine through all of your fundraising work. You are a hero!

WHAT IS A PAY IT FORWARD FUNDRAISER?

Pay it *Forward* is Addiction University's kick-off pre-event to sponsor campus education on addiction awareness and support NIDA'S National Drug Facts Week (NDFW) - November 8-14th. It also represents the hope that those lost to addiction will never be forgotten, that those who face addiction will be supported and loved, and that one day addictions will be arrested, one day at a time.

Pay it *Forward* is a unique event, offering communities the opportunity to participate in the fight against addiction starting with educating students. It's a 12 hour event, from 10:00am to 10:00 pm, where teams of 8 to 15 take turns walking around a track or designated area. Each team is asked to have a team member on the track at all times during the walk. Passing the baton signifies Paying it *Forward*, giving service, giving back, carrying the message, and walking in support of assisting students in avoiding the traps and dangers of addiction.

This fundraiser event sponsors addiction education in Colleges and High Schools on the diseases of alcoholism, drug addiction, gambling, and food addiction. Let's educate our students on the dangers of addiction. Let's give back, and give hope! Paying it *Forward* is a community gathering in which anyone and everyone can participate. Teams form from schools, businesses, clubs, families, friends, hospitals, and service and religious organizations. These individuals all share a common purpose – their support of Addiction University's Pay it *Forward* for the students.





Think Positive, You Can Do It

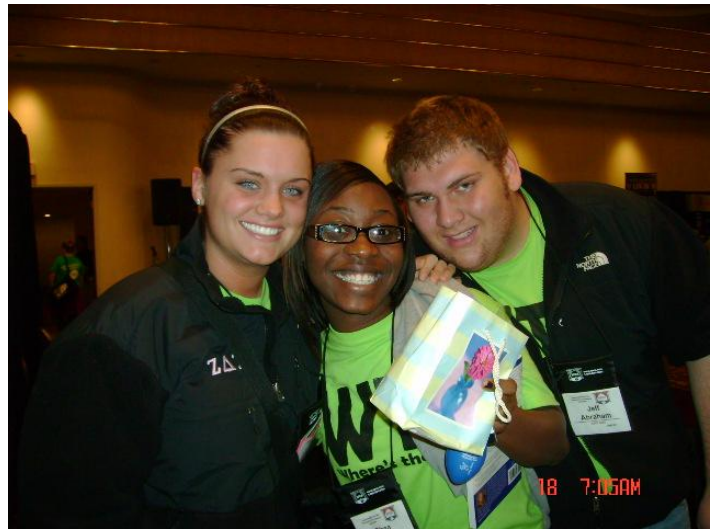
This year, Pay it *Forward* participants are asked to raise at least \$100. This handbook is designed to provide you with ideas and hints for helping you and your PIFF team exceed that goal. In the following pages, you will find fundraising ideas that have been proven successful. The activities are divided into two categories: **Fundraising Before the Event** and **Fundraising at the Event**.

Every organization and community is different. It's important to choose the activities that will work best for your community, meet your school or corporate guidelines, and are consistent with the Addiction University's policies and procedures.

Try doing several different activities, some from each category. Remember to promote each one as a benefit for Addiction University.

There is no magic formula for fundraising. Keep an open mind. Try new things. Try old things that worked well. Get started early. One important factor to keep in mind is to inform everyone on the research, education, advocacy, and services of Addiction University. If the people you ask for a donation know how their money will be used in the fight against addiction for students, they are more likely to give. And the last point...

**REMEMBER...
HAVE CLEAN
AND
SOBER FUN!**



“After hearing Loree’s presentation, I realized that my dad had a gambling problem, and that I have a problem with drinking, mostly binge drinking.”

-Janet Trott, Finger Lakes Community College





SELECTING A TEAM THEME

An essential component of Pay it *Forward* is team involvement before and during the event. Your team should adopt a theme, a name, or a recovery-related message, and decorate accordingly. This event should have a friendly competition among teams for best themes, educational- and recovery-related message, etc. Think about team spirit, logos, matching shirts, colors, costumes and caps, etc. Let your team shine. The possibilities are endless! Check out [Oriental Trading](http://OrientalTrading.com) website they have oodles of inexpensive “stuff” for themes, decorations, banners, glow in the dark... you name it they’ve got it.

Recovery Slogans/Recovery Group names – Get Creative:

Examples: The Guerrillas, Seekers of Guidance, Easy Does It! One Day at a Timers, The New Lifers, The Serenities, Friends of Bill W., Friends of Lois, The Serenity Seekers, Suckers for Sobriety, Abstinence Seekers.

Delivering a Mission

Examples: Walking away from Drugs and Alcohol. Mothers’ Against Meth. Kick the Habit. Teens Against Drug & Alcohol Abuse.

Sports:

Examples: Strike Out Addiction. Wrestle addiction to the ground!

School:

Examples: Kids Against Addiction. Teens Against Meth. Campus Crusaders Against Addiction. Teens Clean & Sober.

TV/Movie:

Examples: The Real Survivors, Mission: Possible, The Price Was Too High, M*A*S*H Out Addiction, The Thunderbirds, The Pink Ladies, Family Feud, One Life to Live. As the World Turns, The Days of Our Lives, The Pink Panthers, Rocky, Gone with the Wind, Rebels with a Cause, Born to Be Wild, The Wild Hogs.

FUNDRAISING BEFORE THE EVENT

Ask everyone you meet to become involved with Pay it Forward Fundraiser. Be sure to carry a donation envelope wherever you go, so when you talk to people about Addiction University’s event, you can ask them to donate at that moment. Remember, if you don’t ask, the answer will always be “NO.” So just ask. Here are some ideas for fundraising activities before your Pay it Forward event:





Scratch & Help Cards (Very Easy)

Each of your fundraising participants begins with **1 scratch card**. If you have 15 members on your team, you'll order **15 cards**. Each of your group or team members approaches friends, family, relatives and so forth and asks them to support your team by **scratching 2 or more circles**. The **supporters pay** the total of the amounts revealed underneath the scratch dots. The amounts range from 50 cents to \$3.00. Eight coupon offers valued at approximately \$50 are given to the supporter.

The fundraising participant keeps the **Scratch & Help card** with them until all 50 dots are scratched off by supporters. **A complete card will raise \$100 in donations. They should be turned into your team Captain before the Event.**

“A Little Change Makes a Lot of Cents:”

Bank and Credit Union teams post this message at the teller line: “Donate the cents from your deposit amount to the Addiction University’s Pay it *Forward* fight against addictions. If your check total is \$185.67, your donation is 67¢.

Cut-a-Thon:

Raise money and get beautiful! Have a cut-a-thon at a local beauty salon. Suggested donations can be posted for various services offered.

Lotta Bottles / Cans:

Each team member runs a bottle or can drive in their area. Go door-to-door and collect bottles/cans from your neighbors and friends to be redeemed at a recycling center. Create a flyer to give to donors about Pay it *Forward* with your phone number inviting them to join in the fun and cause!

Quarters Wars:

Compete against another PIFF team or between sororities and fraternities, or departments in your work place, etc. to see who can collect the most quarters for the PIFF. All silver and paper money in the quarter jars count **AGAINST** the total number of quarters, so each team tries to sabotage each other's jars with bills and small coins. Award a prize to the team with the most quarters after a month.

Quarters for a Cause:

A perfect activity for schools. Collect empty film canisters and distribute them to students. They, in turn, collect quarters in these canisters and turn them in at a scheduled bank day at the school.





Letter Writing:

Dedicate your personal effort to someone who has won a battle with addiction, someone who is battling addiction, or someone who has lost their child because of addiction.

Include their stories in a letter along with a self-addressed, stamped envelope. Consider mailing it to your friends, relatives, coworkers, various school groups, business associates, doctor, dentist, insurance agents, and your hairdresser.

Sample Fundraising Letter:

Dear _____,

On *[date of Event]* I will be joining hundreds of people participating in the Addiction University's Pay it *Forward* of *[community name]* taking place at *[location]*.

Pay it *Forward* Fundraiser is the Addiction University's Kick off event where teams honor crusaders against addictions, advocate student education against addiction and remember those who died from addictions. Team members take turns walking around a track in the hope that addictions will one day be arrested.

The goal of Addiction University is to raise awareness about addiction-related issues while raising money to help fight the disease through student education, advocacy and services.

If it hasn't already, addiction will affect you or someone you know. Will you help me take up the fight by making a tax-deductible donation to Addiction University?

In addition, I would like to invite you to attend the Luminaria Ceremony, which will take place at *[time]* on *[date]*. Luminaria will be lit to honor addiction survivors and to remember those who have lost their battles with addiction.

Thank you in advance for your support! Please make your check payable to the Addiction University and deliver it to me within ten days. If you have questions, or would like to be a part of this exciting event, call me at *[phone number]*.

*** Remember, send letters or emails to EVERYONE who has ever sent you something! For emails, blind copy (bcc) people so they don't know who else is receiving your note.*





Car Washes:
A team car wash is usually held at a local gas station where people can get their cars washed and have the opportunity to make a suggested donation to the Addiction University's *Pay it Forward*. To reduce risk, be sure to use good car washing products.

Pot Luck Lunches at the Workplace:

Name a weekday "Pay it *Forward* Pot Luck Day." Team members take turns providing salads, drinks, desserts, etc. Offer items to employees for a suggested donation.

Restaurants to the Rescue:

Ask a local restaurant or café to contribute a portion of their sales proceeds. It could be for a certain menu item or ask the owner if a "special donation" item can be on the menu. Create a sign letting patrons know if they purchase this "special" the owner will donate a portion of the proceeds to the Addiction University. This arrangement requires a co-venture agreement. Contact your Team partner for assistance.

Team Sponsors:

Service clubs, sororities and fraternities, student and other organizations, and businesses are often team sponsors. Many organizations have a specified dollar amount they are required to invest in the community each year. Before approaching a potential sponsor, consult with your PIFF partner regarding sponsorship guidelines.

Wear it Day:

Purchase Addiction University T-shirts for your whole team and wear them a lot before the event to promote *Pay it Forward* Fundraiser.

Win a Day Off:

Have your boss establish a workplace fundraising goal. If the goal is met, then hold a drawing awarding the winning employee a day off. Try to convince your employer to match all of the donations received.

Yard Displays – The Purple Toilet:

Place plastic pink flamingos, wooden cows, or a toilet, painted purple and covered with glow-in-the-dark moons and stars, in the front yard of unsuspecting donors. Request a donation to remove them, an additional donation for the homeowners to pick whose yard they are placed in next, and another donation as insurance that they don't wind up back in their yard. Please exercise good judgment when engaging in this activity.





READY... SET... GOAL!

A Month (or More) of Fundraising

By participating in the Addiction University's Play if *Forward* Fundraiser, you are doing your part in funding the strong fight against addiction in our schools. The hard-earned dollars of you and your donors provide addiction education and advocacy to our students to save lives.

The tips below help you get started by breaking down your fundraising efforts by one ask per day for a month. So set a goal, and go for the gold! Don't forget about other fundraising activities such as planning a team or individual fundraiser, sending emails out through the website, or on-site fundraising at the Event! For more fundraising suggestions visit www.addictionuniversity.com.

How to Raise \$550 in just One Month:

<p><u>Week #1</u> Day 1 - Start by pledging \$50 Day 2 - Ask your company/boss to match donation \$50 Day 3 - Ask your significant other or roommate for \$25 Day 4 - Ask a family member to sponsor you for \$25 Day 5 - Ask another family member to sponsor you for contribute \$25 Day 6 - Ask a third family member to sponsor for \$25 Day 7 - Ask your hairdresser or cosmetologist for \$10 Total After Week #1: \$210</p>	<p><u>Week #2</u> Day 8 - Ask a friend for \$20 Day 9 - Ask another friend for \$20 Day 10 - Ask a third friend for \$20 Day 11 - Ask your doctor for \$25 Day 12 - Ask a co-worker to contribute \$10 Day 13 - Ask another co-worker for \$10 Day 14 - Ask a third co-worker to contribute \$10 Total After Week #2: \$325</p>
<p><u>Week #3</u> Day 15 - Ask your dentist or orthodontist for \$25 Day 16 - Ask a neighbor for \$10 Day 17 - Ask another neighbor for \$10 Day 18 - Ask a third neighbor for \$10 Day 19 - Ask your health club or gym for \$20 Day 20 - Ask someone from your church/temple for \$10 Day 21 - Ask a second person from your church/temple for \$10 Total After Week #3: \$210</p>	<p><u>Week #4</u> Day 22 - Ask a third person from your church/temple for \$10 Day 23 - Ask a club friend (Book Club, Service Club, Social Club, etc.) for \$10 Day 24 - Ask another club friend for \$10 Day 25 - Ask a business you frequent for \$25 Day 26 - Ask a second business for \$25 Day 27 - Ask a local restaurant for \$10 Day 28 - Ask another local restaurant for \$10 Total After Week #4: \$520</p>
<p><u>Rounding out the month</u> Day 29 - Ask a service provider (mechanic, handyman, dog walker...) for \$10 Day 30 - Ask a local retail store for \$10 Day 31 - Ask a second retail store for \$10</p>	<p>At the end of the month, you will have raised \$550! Now, wasn't that easy?</p>

Don't stop there! Ask additional people from each category (more neighbors, friends, coworkers...). At the end of the month, feel free to start this list over again or follow up with the people who told you, "Maybe later." If you think someone can give more than the suggested amount, don't be shy, ask! If someone tells you they can't, ask them to donate a smaller dollar amount. Every little bit will help you and your team members reach your goals and help fund the mission of Addiction University.

If your donor is interested in what Addiction University does with the funds raised, tell them what you know, and please refer them to www.addictionuniversity.com. Both our website and phone, (408) 379-9488, are available 24 hours a day, 7 days a week, 365 days a year.



www.AddictionUniversity.com – *Inspiring Students to Live Addiction Free*





FUNDRAISING AT THE EVENT

*Fundraising at Play if Forward Fundraiser event is a great opportunity for teams to raise additional money. Doing some team fundraising at our event helps to make our day fun and entertaining! You're encouraged to do fundraising at Pay it Forward, but it shouldn't take the place of fundraising efforts before the event. We are required to pay sales tax on sales of all hot food (except hot drinks), soda, and all tangible goods. For these situations, there is a special green "Taxable Sales Income Envelope." **Please see your Team staff partner for envelopes and more details on this important process.***

Here are some ideas for fundraising activities to do at our PIFF event:

Silent Auctions at the Event:

Conduct a silent auction. Donated auction items can include sporting event tickets, weekend getaways, and gift baskets. Tangible auction items are subject to sales tax. Use the "Taxable Sales Income Envelope" for the proceeds of these sales.

Balloon Pop:

Team members collect prizes as well as donate their own goods or services as prizes. Before filling each balloon, put a note inside with the name of a prize. People receive a balloon for a suggested donation, then pop it to find out what they win.

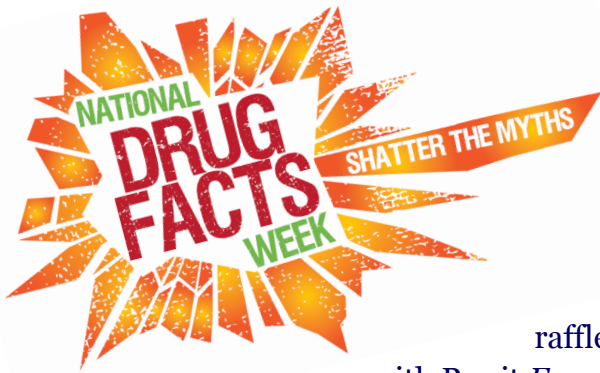
Cake Walk:

Have each team bring a cake to the opening ceremonies at the Event. Schedule the cakewalk at the peak time of Pay it *Forward*, when several hundred people will be in attendance. Suggest a donation to participate. Place numbered squares around the center of the track or on the stage, and have people follow the numbers. When the music stops, so do the people (like musical chairs). A number is drawn and the person on that space will win a cake!

General Store:

Get snack items (candy bars, popcorn, hot chocolate, etc.) water, drinks, soda's donated, then offer them to fellow team members for a suggested donation. Sell healthy treats and snacks, home-baked cookies, sandwiches, popcorn... the sky's the limit! Sell sunscreen, flashlights, umbrellas glow gear (things PIFFers may forget to bring). Donate items like stuffed animals or home-made tokens. It goes without say that Alcohol is never allowed at a Pay it *Forward* event.





Home-Made Quilts:
If you know a quilter, ask them to make a quilt and then hold a silent auction or raffle to win it. This is often a big hit ... especially with Pay it *Forward*-themed quilts! (Please see raffle requirements below.)

Jail and Bail:

For a suggested donation, participants can have someone "arrested." For an additional suggested donation, the person who is arrested can post bail.

Midway Games:

Bring the fair atmosphere to PIFF! Host games at your team area that encourage fun competition. People can participate for a suggested donation.

Raffles:

Donated raffle items can include small appliances, gift certificates, gift baskets, etc. Please contact your team captain prior to the event if you are a planning a raffle. Your staff partner will provide appropriate guidelines for handling the activity.

Video / DVD Sale:

How many times can you watch "Forrest Gump?" Sell those old movies at the PIFF! Use the "Taxable Sales Income" envelope for the sales proceeds. See your team captain for details.

Wedding Chapel:

Request a suggested donation to "marry" people or renew their vows. Have a wedding cake, wedding photos, and wedding bands. Each activity can require a suggested donation or be done as a package deal. All for fun! (*Please note: This is not a legally binding activity.*)

TAKING PAY IT FORWARD TO THE WORKPLACE

Involving co-workers in your Pay it *Forward* efforts is a great way to raise funds and build team spirit. Here are some of the ways to get your company involved:





Matching Gifts:

Make your donations go farther! Many companies will match charitable gifts made by their employees. Check with your company's personnel department to find out if they have a matching gift program, then ask for matching gift forms for all of your team members. Review the requirements of your matching gift program carefully – each program has its own policies.

Promote team recruitment and team spirit. Now that you're a part of Pay it *Forward*, spread the word at work! This event is great for building camaraderie at the office and some friendly interoffice rivalry. Consider challenging a department at work to sign up as a team and see who can raise the most dollars to fight addictions.

Fundraising at Work:

There are many opportunities to involve co-workers in Pay it *Forward* Fundraiser, even if they aren't able to participate in the event. Sponsor a "casual day" at work where coworkers make a suggested donation to participate. You can also provide breakfast or lunch at the office for a suggested donation that will support the Pay it *Forward* Fundraiser.

THANK YOUR TEAM MEMBERS

- Thank your team members verbally throughout the process.
- Write personal thank you notes to each team member after the event is over.
- Develop your own informal awards to honor team members (e.g., the "worn sneaker award" for the person who walked the longest distance/laps).
- Give each person a small gift to say thanks (e.g., an Addiction University T-Shirt).
- Have a get-together after Pay it *Forward* fundraiser to bring your team members together one last time to thank them for all their hard work and to get them committed for the next year's event.

IMPORTANT INFORMATION

General Guidelines for checks:

All checks written as donations to any Pay it *Forward* team fundraising activity should be made payable to "Addiction University." Please be sure to communicate regularly with your team to give team members an opportunity to turn in the donations they have collected to the team captain.





Any contribution of \$25 or more (check made payable to the Addiction University) will be received by us. The check must include complete information about the donor (including address) in order for the gift to be acknowledged.

Promotional Literature:

All promotional literature for Pay it *Forward* team activities must identify the sponsoring team and state that all proceeds from the activity will go to support Addiction University.

What is Addiction University?

Addiction University was created and founded by Loree Taylor Jordan to bring life-saving information about addictions to college and high school campuses across the nation. Ms. Jordan is an award winning author, radio personality, inspirational speaker and food addict in recovery for over 20 years. She states that she has a Ph.D. (pain, hurt and destruction) in addiction! Ms. Jordan’s heart wrenching struggle with her youngest son’s crystal meth addiction and repeated prison incarcerations has fueled her passion as a mom to educate students on the dangers and life changing consequences of picking up that first drink, making that first bet or taking that first hit.

Why Students Need Loree’s Addiction University!

“I attended the APCA Houston conference this fall and was lucky to see Loree speak. She is amazing. Her life story is incredible, and she deeply cares about warning and educating students about drug addiction and drug use. She is open and straight-forward in talking about Meth, gambling, and addiction, and shares firsthand the effects that addiction has had on her family and loved ones’ lives. She makes a frightening impact. I highly recommend her to come to speak at your school.”

- LuckPotPie comment on YouTube

“Loree has a great stage presence. She gives great personal insight with her experience about addiction. I thought she was an overall wonderful motivating speaker.”

- Elizabeth Wall, The College of Wooster





“I thought Loree was very informative. This addiction information is something that

everyone should know, especially college students. I think she was great.” - Jeff Abraham, Suny Delhi College

“Loree’s personal story was really moving. I hope that the crystal meth and gambling addictions decrease with this important information. I hope that she is a positive influence with those who suffer with addictions.” - Dmytri Eck, The College of Wooster



“I thought it was crazy how gambling was the hardest addiction to overcome. I thought Loree was great!” - Traci Upton, Suny Delhi College

“I really enjoyed Loree’s addiction lecture. I learned that addiction can be genetic. I also learned that addictions can vary from sugar all the way to cocaine.” - David Cook, Morrisville State College

Compelling, Gripping with Riveting Honesty!

“Ms. Jordan’s book, ‘I Never Thought Addiction Could Happen to Me’ has a powerful message and it is a must read for students. Sharing from her own family history of alcoholism and drug addiction, she truly captures the essence at the root of this insidious illness. Ms. Jordan delivers her compelling message to students with unwavering heart and compassion.”

– Joy Sweet, L.M.F.T., Licensed Marriage & Family Therapist, credentialed in Imago Relationship Therapy and trained in chemical dependency.

“Loree doesn’t write about addiction, she has lived it. She has lived through the destruction of her family of origin, her first marriage and then her son’s struggle with drug addiction. ‘I Never Thought Addiction

Could Happen to Me’ is a powerful book of compassion for any student who may not know yet they are truly dealing with the cunning and deadly disease of addiction.”

– Eddie B, Recovering drug addict and former facility Supervisor of New Life Recovery Center

