

**THE OHIO STATE COUNCIL
KNIGHTS OF COLUMBUS**

**2012 SUPER CASH BONANZA
CHARITY CAMPAIGN**

**“Mission Possible”
\$1,000,000 for Charity**

1st PRIZE • \$49,680

Payable \$414/month for 10 years!

2nd PRIZE • \$18,780

Payable \$313/month for 5 years!

3rd PRIZE • \$12,720

Payable \$212/month for 5 years!

4th Prize	\$4,000	10th-13th Prize	\$1,250
5th Prize	\$3,000	14th-17th Prizes	\$1,000
6th-9th Prizes	\$1,500	18th-21st Prizes	\$750
	22nd-25th Prizes	\$500	



**Take Up
His Cross**

Knights of Columbus
Ohio State Council
2011-2013

“Mission Possible”

\$1,000,000 in total ticket sales for our Charities!”

This booklet is intended to cover many facets and rules of the “**2012 SUPER CASH BONANZA.**” Any question(s) pertaining to the campaign should be answered in this booklet. Your Diocesan Officer or District Deputy should also be familiar with the workings of the campaign and he may be able to help you.

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February, 2012

Worthy Grand Knight and Special Agents,

Welcome to the Ohio State Council's Annual **Super Cash Bonanza Charity Campaign**. Ticket sales during the 2012 campaign will mean an uplift of financial support for the charities that your council supports as well those of our Ohio Charity Foundation. **Remind your members where these charity dollars are used.** For each \$5 ticket that your council sells, \$2.40 is automatically retained at your council to use for local charities. If your council's sales exceed our special rebate structure, your council will receive additional funds returned from each \$5 sale, up to a possible \$4.60 per ticket sold. The prizes and rebate structure will be the same as last year.

This campaign book is a guide to a successful mission for charity. Please review all the information; then organize and plan your council's mission. Set a goal to exceed your best year's tickets sales. Remember this is a **"Mission Possible."**

"Partnering" is an approach that has been very successful at many local councils in previous years. Have another organization or group at your parish sell tickets for your council and award them a portion of the \$2.40 per ticket for their charitable causes. This approach will enable your council to achieve additional rebates. Many of our winners over the years have purchased their tickets through a "partnering" group. Partnering will help you complete your mission work!

I wish you much success in our 2012 "Mission Possible" \$1,000,000 Campaign for charity.

Robert F. Collins, Jr.
Secret Agent #1,000,000, Campaign Chairman & State Treasurer

Your Mission and Campaign Approach

The Grand Knight and the Special Agent or Chairman are responsible for the Super Cash Bonanza Raffle. The Chairman is expected to take care of the day-to-day scheduling of events and supervision of the campaign. The Chairman is responsible for tracking sales and collections. Several approaches to your mission have been proven successful for many years:

Mail Campaign: A letter from the Grand Knight and the Special Agent or Chairman accompanies up to 5 tickets sent to each member. Details of the mission are provided so that the member knows the particulars of how to sell and where and when to turn in the tickets and money. A **"Buy Five, Sell More"** theme is suggested slogan for a mail campaign.

Personal Delivery: In this case, a ticket distribution is controlled by Team Captains. Depending on the size of your council's membership, Captains may be assigned workers who actually deliver tickets to each member. In small councils, Team Captains may also make deliveries. Captains are responsible for checking on deliveries, on members receiving tickets to ensure sales, and picking up of sold or delivered as directed.

"Partnering": If your council needs a boost in sales, consider "partnering" with a local organization or church group to sell tickets through their contacts. Provide them with a portion of the \$2.40 instant rebate for all tickets sold by their members. Your council will benefit from the additional sales and potentially achieve a higher rebate incentive.

Follow Up: Whether your council uses a mail campaign or personal delivery, there must be frequent and organized follow-up by mail, phone, e-mail and council newsletter to make sure the tickets are being sold and not sitting idle. Tickets and money must be collected, counted, sorted, and mailed to the State Treasurer before deadlines of the first and final phases of the campaign.

The Seven Steps for “ Mission Possible” Success

- 1 Organize.** Plan your mission and ticket distribution to your members, by mail or personal delivery.
- 2 Attend Ticket Distribution Meeting.** If two members of your council picked up the campaign books, shipping forms, and tickets at your scheduled diocesan meeting, you have already achieved a potential rebate incentive.
- 3 Ticket Distribution.** Get the tickets to your council members and encourage them to help fund your local charities. **Let them know how the charity funds are spent.** Make a list!
- 4 Advertise the mission.** Use your council’s newsletter, your council website, local church bulletins and pulpit announcement, and community newspapers. Continue to remind council members to sell their tickets. Again, remind them how your council uses these charitable funds.
- 5 First Phase Turn-in** Ensure that all 1st Phase tickets sold, completed the shipping form and remit **ONE** check to the State Treasurer by April 13, 2012. The check amount should equal **\$2.60** “times” the number of tickets sold and submitted.
- 6 Partnering** If your council sales are slowing down, consider “partnering” with a local organization or church group to sell tickets through their contacts. Provide them with a portion of the \$2.40 instant rebate for all tickets sold by their members. Your council will benefit from the additional sales and potentially achieve a higher rebate incentive.
- 7 Final Turn-in.** Ensure all 2nd Phase tickets sold, the completed the shipping form and remit **ONE** check to the State Treasurer by May 18, 2012. The check should be equal to **\$2.60** for each of the tickets sold and turned-in.

Rules for a "Valid" Ticket

- 1. A ticket must have a FULL name and complete address OR a name and a TEN (10) digit phone number.**
- 2. The name must be that of an individual--not any organization. Councils, Assemblies, Squire Circles, Chapters, or any other Knights of Columbus organization may not be written as the name.**
- 3. A sponsor name is not required on any ticket.**
- 4. Nothing can be added or altered on a ticket after it has been submitted to the Charity Foundation for the drawing—regardless of reason.**
- 5. The ticket submitted must be a *BLUE 2012 TICKET*.**

Each ticket will be checked to see that it conforms with the above rules prior to being entered into the drawing. These rules comply with the Ohio State Attorney General's regulations and requirements and must be adhered to so as not to jeopardize the drawing.

6.

Campaign Rules for a "Mission Possible"

Council's Basic Share of Ticket Sales - Of the **\$5.00** value per ticket, the council will retain **\$2.40** as its basic share, remitting **\$2.60** per ticket when making a 1st or 2nd phase ticket shipment to the State Treasurer.

Sales Outside the State of Ohio - It is, of course, permissible for our members to sell tickets outside of Ohio as long as every ticket sold brings the full donation of \$5.00. There are no rebates or refunds to others outside Ohio. It is strictly illegal and violates the rules of the Order for councils to make deals with any organization outside the State of Ohio. The Supreme Knight has ruled that if our Ohio tickets are found in other states on deals, steps will be taken to halt the Ohio Charity Campaign. This would be a disaster for charity programs, your council, and every council in Ohio. Therefore, you are requested to strictly observe this rule.

Caution - Each council must individually turn in tickets sold. It is not permitted for councils to combine sales in order to realize higher rebates.

Which Councils May Not Participate - No council under suspension by either Supreme Council or the Ohio State Council will be permitted to take part in the Ohio Charity Campaign.

Important Information Regarding the United States Mail

The United States Mail, UPS, or other private mail carriers may be used to ship tickets to the State Treasurer (or to members of your council). The U.S. Postal regulations allow for mailing of Charity Raffle Tickets provided that all net profits are used for charitable purposes. Tickets are to be mailed with **First Class postage**. Use of the U. S. Mail to ship charity tickets may require proof to the Postal Service that all profits from the Charity Campaign have, in fact, gone to charity, the first principle of our Order.

Payment for Tickets

A check, in payment for the tickets, must be for the exact amount -- **\$2.60 for each ticket sold.**

*****PLEASE, DO NOT SEND CASH*****

The State Treasurer cannot accept ticket stubs for processing unless a check for full payment is received.

Please make checks payable to:

**OHIO STATE COUNCIL
KNIGHTS OF COLUMBUS**

Please send One check, completed shipping form and all tickets, packaged in durable strength envelopes or cartons, to:

***Bob Collins, State Treasurer
10181 Tracy Trail
Parma, Ohio 44130-5210***

Both the First Phase and the Final Phase Turn-In shipments must be shipped to the State Treasurer's home.

**Create a Super Cash Bonanza of
\$1,000,000 for Council Charities
across Ohio!**

Ticket Returns and Shipments

All Turn-Ins are by Mail

Both the First Phase and the Final Phase Turn-In shipments are to be shipped to the State Treasurer's home.

Preparing a Ticket Shipment

Two (2) shipping forms are included in your Charity Campaign Packet. One form is to be used for each turn-in to the State Treasurer. The top section of the form is to be filled out completely by the council.

A copy of the shipping form is also provided at www.kofcoho.org. If necessary, you may copy and use one of the forms; or contact Bob Collins by e-mail at rfcollinsjr@gmail.com. A shipping form in a PDF format will be e-mailed back.

Please rubber band ticket stubs in packs of 50 to facilitate handling and ticket verification. Mail white and yellow copies with your tickets; retain the pink copy for your file. If available, provide us with an e-mail address.

Please use durable-strength envelopes or cartons to avoid damage during ticket shipment.

Shipping Guideline

1. The ticket stubs, shipping form and council check should be sent in the same package.
2. Rubber band ticket stubs in packs of 50 to facilitate handling and verification. Please enclose both the original and a duplicate copy of the shipping form.
3. If there is no shipping form available, please make a copy of the form found at **www.kofcoho.org**. Two (2) Shipping Forms were included in the campaign packet. Or contact Bob Collins by e-mail at rfcollinsjr@gmail.com. A shipping form will be e-mailed back.
4. A copy of the completed shipping form should be kept by the local council.

First Phase Mission Information

To qualify for any rebates during the campaign, your council must sell, and remit to the State Treasurer, one and one half (1 ½) tickets per member, in the **First Phase**. Contact your Mission Leaders and Captains to be sure all sold tickets are turned in. Only completed tickets are to be shipped in at the First Phase Turn-In.

**Shipments for the First Phase Turn-in
must be postmarked by April 13, 2012.**

Second/Final Phase Mission Information

Councils should arrange to have their Second/Final Phase tickets shipped to the State Treasurer on or before **Friday, May 18, 2012**. This will insure their inclusion in the final drawing to be held on Friday, May 25, 2012, during the opening activities of the 2012 Ohio State Convention.

**Shipments containing checks for the
Second / Final Phase Turn-in
should be postmarked on
or before Friday, May 18, 2012.**

Don't Risk Being Late; Ship on Time!

Note: This "Final Turn-In" date is critical considering shipping time, validation, and handling necessary before the May 25 drawing at the State Convention's Friday Night Party.

2012 Charity Rebate Schedules

A council's basic earning for each ticket sold in the entire campaign is **\$2.40**.

Mission Possible Attendance Rebate

10 cents per ticket

To earn this rebate, two members of the council must attend a **Diocesan "Ticket Distribution Meeting"** in February to hear campaign particulars and pick up the "Super Cash" tickets. This 1-hour presentation will provide information, instructions and incentives on the 2012 Charity Drawing. Attendance at this meeting will increase your rebate earnings during the First Turn-In.

Attending this meeting will provide each council with a **Bonus Rebate of 10 cents per ticket** for all tickets sold during the entire campaign.

No exceptions: Two members of each council must sign in (No DDs or State Directors--unless they are the council's campaign chairman).

Special Agent First Phase Rebates

60 cents per ticket

The First Phase of the Charities Campaign will end **Friday, April 13, 2012**. A council must sell and remit to the State Treasurer a minimum of one-and one-half (1 ½) tickets per member by April 14, 2012 to qualify for a rebate. The rebate will be **60 cents per ticket** on all tickets sold and remitted in the First Phase.

However, attending the **February Meeting** will provide each council with an additional **Bonus Rebate of 20 cents per ticket** for all tickets sold during the First Phase, provided a minimum of 1½ tickets per member were sold during the First Phase.

Double Agent Second Phase Rebates

50 cents per ticket

A Council must sell one and one-half (1 ½) tickets per member in the First Phase, and must sell a total of three (3) tickets per member during the entire Campaign, and remit to the State Treasurer by May 18, 2012 to qualify for the **Second Phase Rebate**. The rebate will be **50 cents per ticket** on all tickets sold during the Second Phase.

However, attending the **February Meeting** will provide each council with an additional **Bonus Rebate of 20 cents per ticket** for all tickets sold during the Second Phase, provided a minimum of 3 tickets per member were sold over the entire campaign.

Secret Agent Special Achievement Rebate

An **Achievement Rebate** will be given to all councils who qualify for the **First Phase Rebate** and sell **four (4)** or more tickets per member over the entire campaign. The **Achievement Rebate** will be **40 cents per ticket** on all tickets sold and remitted during the **First Phase only**.

Mission Possible 7 and 10 Ticket Rebates

An achievement rebate will be given to councils that sell 7 or more tickets per member during the entire campaign. An extra 40 cents per ticket will be paid for each ticket sold providing requirements of the First Phase are met.

An additional 40 cents per ticket will be rebated if 10 or more tickets per member are sold.

A council need not have two or more members present at the February meeting to achieve these two rebates.

Quotas for Rebates and Achievements

The quotas are established for each Council on the basis of its membership as of May 1, 2011--furnished to the Ohio State Council by Supreme Council on its membership status summary report. These quotas reflect membership less Inactive Insurance Members. District and council quotas will be furnished at the February Diocesan Meeting.

The membership figures shall be deemed correct and acceptable unless an application for adjustment is made in writing to the State Treasurer prior to March 1, 2012. Application for adjustment must state adequate basis, such as factual error in the report. The suspension, death or transfer of one or more members, since the date of the report, will not be considered as an adequate reason.

Official Winners' List

An official winners' list will be printed and distributed on Sunday, May 27, 2012. Lists will not be mailed to councils. Councils are permitted to reproduce the winners list. A copy of the winners' list will be published in the next issue of *The Buckeye Bulletin* following the convention as well as being posted on the Ohio State Council's Web site at www.kofcoho.org.

IF YOU NEED MORE TICKETS

Please do not run out of tickets and lose potential sales. If your supply is running low, please contact one the following:

1. Your District Deputy.
2. Your Diocesan Co-Coordinator.
3. Your Diocesan State Officer.
4. If none of the above has tickets, please contact the State Treasurer immediately and more tickets will be shipped to you...

Secret Agent Bob Collins, State Treasurer

Cell Phone: 216-410-7174

E-mail: rfcollinsjr@gmail.com

Council Campaign and Mission Possible Checklist

February

Attend a Ticket Distribution Meeting.....

Distribute Tickets to Membership.....

March

Promote / Encourage Ticket Sales.....

April

Collect All Sold Tickets for FIRST PHASE.....

Ship FIRST PHASE TURN-IN by April 13.....

Continue to Promote Ticket Sales.....

Use PARTNERING to Increase Ticket Sales.....

May

Final "Push" for Sales /Collect All Sold Tickets.

Ship FINAL PHASE TURN-IN by May 18.....

Attend Drawing at Millennium Hotel.....

**DRAWING:
Friday, May 25, 2012 at 7:00 p.m.
The Millennium Hotel, Cincinnati
"Mission Accomplished"**

Drawing and Convention Hotel Directions

The Millennium Hotel Cincinnati

The Millennium Hotel Cincinnati is located between 5th Street and 6th Street at Elm. The main entrance is on 5th Street. The hotel is located across the street from the Convention Center and only 3 blocks from either I-75 or I-71.

From Points North – Detroit, Toledo

Travel South on I-75 to Fifth Street Exit (left lane, Exit 1E) Travel 3 traffic lights to Elm Street. The Auto Entrance is on the left.

From Points Northeast – Cleveland, Akron, Columbus, Pittsburgh

Travel South on I-71. Take the Third Street Exit (exit is on the left) and follow through the tunnel. Proceed down Third Street to Elm Street and turn right onto Elm Street. Drive up two blocks, the Auto Entrance is at the corner of Fifth and Elm Streets.

From Points East – Huntington, Charleston, Portsmouth

Travel West on Rt. 52 and take the Sixth Street Exit. Proceed on Sixth Street past the rear entrance to the hotel, to Central Avenue. Turn left on Central Avenue to Fifth Street. Turn left on Fifth Street and continue three for blocks, the Auto Entrance is on the left.

From Points South & the Greater Cincinnati Int'l Airport

Travel I-275 East to I-71/75 North. While traveling the bridge over the Ohio River take the middle lane to the Fifth Street Exit. Travel three lights to Elm Street. The Auto Entrance is on the left side of the street.

From Points West

Travel East on I-74 to I-75. After crossing the bridge into Ohio take the Fifth Street Exit. Travel three lights to Elm Street. The Auto Entrance is on the left side of the street.

2012 "Mission Possible" Campaign Schedule

February	Plan Ticket Distribution System: a Personal Delivery or Mail Campaign
February 17, 18, 19	Attend Ticket Distribution Meeting and Pick up Super Cash Bonanza Tickets
February 17, 18, 19	Sales Begin; Sell – Sell – Sell!
March-April	Monitor and Promote Ticket Sales
April 13	Collect and Ship First Batch of Tickets to the State Treasurer
April – May	Final Push on Sales - Utilize "Partnering"
May 18	Collect and Ship Final Batch of Tickets to the State Treasurer
Friday, May 25	Attend the Drawing in Cincinnati
<i>Sunday, May 27</i>	<i>Pick Up Winners' List</i>

On behalf of the Ohio State Council – Knights of Columbus, the Ohio Charity Foundation Inc., and all the recipients of your generosity, **THANK YOU** for your participation in the

SUPER CASH BONANZA CHARITY CAMPAIGN.

Robert F. Collins, Jr., State Treasurer, Chairman
Fr. Ron Williams, State Chaplain
David A. Helmstetter, State Deputy
Kenneth J. Girt, State Secretary
Kevin Miller, State Advocate
Robert E. Byers, State Warden
Paul J. Upman, Immediate Past State Deputy
Robert E. Sears, Past State Deputy
Robert W. Wilhelm, Past State Deputy
Kenneth V. Toigo, Past State Deputy
Dennis J. Shonebarger, Past State Deputy
Baci Carpico, Past State Deputy
Leonard C. Krawczyk, Past State Deputy
Albert F. Hickey III, Past State Deputy
John O. Welch, Past State Deputy
Roland F. Bator, Past State Deputy
Gary A. Eckstein, Past State Deputy
Larry A. Moegling, Past State Deputy