

**Ohio State Council  
Knights of Columbus**

# **2012 Measure Up Campaign**



**April 26, 27 and 28, 2012  
May 3, 4 and 5, 2012**



**Take Up  
His Cross**  
Knights of Columbus  
Ohio State Council  
2011-2013

**Dave Helmstetter  
State Deputy**

**Robert Byers  
State Warden and  
2012 Measure UP  
Chairman**

*Ohio Knights supporting Citizens with Developmental Disabilities.  
"Our "flagship" Charity"!*



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“Take Up His Cross”  
Dave Helmstetter  
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Worthy Grand Knights, Measure Up Chairmen, and Brother Knights:

Most of the fraternal organizations in the United States have fundraising efforts for their own special “flagship” charities. The Shriners support their special hospitals for children with burns and spinal injuries. The Lions Club organization supports the blind and the Fraternal Order of the Moose funds their “Mooseheart” hospitals for children.

The “flagship” charity of the Knights of Columbus has long been our support for our citizens with developmental disabilities. In recent years, the Knights of Columbus has been recognized as a major corporate sponsor to the International Special Olympics with many councils, including those in Ohio, sponsoring local events.

Here in Ohio, our primary fundraiser for assisting those with mental retardation is our annual Measure Up Campaign. This fundraising effort raises approximately \$500,000 for statewide and local caring agencies that sponsor a variety of training and support programs. 80% of the money collected by our councils is returned for donating to those local agencies. The remaining 20% is used for statewide programs.

How will the Knights of Columbus in Ohio continue to support our “Measure Up” initiative for 2012? There are four major fundraising areas of our campaign and all councils are encouraged to participate in as many as possible. These include:

1. **“Gimme Five” Campaign.** This activity will solicit \$5.00 or more from our members and will help to underwrite campaign expenses. Financial Secretaries send the “Gimme Five” flyers with the 2012 council membership dues notice. Those that contribute will get a special “Gimme-Five Club” sticker affixed to their 2012 membership card.
2. **Local Business Campaign.** Contact your area businesses in a general mailing campaign and solicit their financial contribution. Make sure you explain how their contribution will assist those with mental retardation in their community.
3. **Council Fundraiser.** Additional funds for Measure Up can be raised with a fundraiser activity sponsored by your council, especially if there are difficulties with obtaining permission for your street collection activity. Plan now to have a program that will add to your total council donation.
4. **Street Collection.** The most familiar and easy way to raise funds for Measure Up has been soliciting from the general public in your communities. Contact your local merchants for permission and solicit the help of your members to put on the aprons and collect for Measure Up. Rulers will be provided as an appreciation token for donors. See enclosed order form for new aprons with suggested verbiage.

Members of the Order in Ohio are asked to support our “flagship” charity and to put “Columbianism” into action for our “special” friends. Our goal is **\$600,000** or more and **95%** participation of the councils in Ohio. Will your council help Ohio “*Measure Up*” to exceed our goal in 2012?

Thank you for your generosity and may God continue to bless you in your efforts with another successful campaign.



Fraternally,  
Robert Byers  
State Warden  
2012 Measure-Up Chairman

# ***MEASURE UP CAMPAIGN 2012***

## ***PROGRAM INFORMATION***

The Measure Up Campaign is an exclusive Knights of Columbus fundraiser for Ohio citizens with developmental disabilities. Typically, K of C members take to the streets in soliciting donations from the public in highly visible areas like shopping malls, churches or grocery stores. Councils are also encouraged to conduct additional activities to raise funds for our citizens with mental retardation.

### **1. Campaign Dates**

April 26, 27 and 28, 2012 & May 3, 4 and 5, 2012

### **2. Program Book**

This program book should provide the necessary information for you to conduct a successful Measure Up Campaign. Should you have additional questions, contact the State Chairman: Robert Byers , State Warden, 565 Indian Run Road, Marietta, Oh 45750

Ph : 740-373-7154 email: robert\_byers@hotmail.com



### **3. Measure Up Rulers**

Rulers are to be given out to everyone who donates. Your District Deputy will provide rulers to you. Additional rulers may be obtained through your District Deputy or through the State Chairman and State Warden Robert Byers.

### **4. Can Labels & Posters**

Provided are labels that can be used to cover any type of canister. These can be placed in business establishments, near checkout registers or any high-traffic area, and can be used for the street collection phase of the campaign. Keep track of where these canisters are placed and check and empty them regularly. Posters will be on the Ohio State web site for you to download and print..

### **5. Aprons**

With your packet of information, you will find an order form for aprons. If you need to order aprons, please purchase them through N. Henry & Sons, Inc. The correct apron wording to order is **“Help Citizens with Developmental Disabilities.”**

### **6. Measure Up Grant Form**

This form is used for designating your grant(s) and is included in this booklet. This form **MUST** be submitted with your check. The check should be made payable to the ***Ohio State Council Knights of Columbus***. A full 80% of what you collect and submit will be returned to the agencies that you select. **REMEMBER:** these agencies must be 501 (C-3) designated and care for citizens with mental retardation. The remaining 20% will be used to fund charities selected by the State Officers, and to underwrite campaign expenses. Checks must be submitted before June 1, 2012 to be eligible for grant disbursements in late August. Checks submitted after June 1 will be processed as soon as possible and after those submitted by the original deadline.

### **7. Insurance Certificates**

An umbrella insurance policy covers the Measure Up Campaign for the specified days of the program (policy to be sent through a State General Mailing at a later date). You may need to look into whether a local permit is needed for your solicitations.

### **8. Special Population Free Throw Program**

A Special Population Free Throw T-shirts and plaques order form is included with this material. All councils are encouraged to participate in this very worthwhile and rewarding sports program.

### **9. “Gimme Five” Campaign**

We recommend the distribution of the “Gimme Five” flyers as a means of soliciting funds from your council’s members. Flyers are sent with the council’s 2012 dues notices and a special “Gimme-Five Club” sticker is affixed to the 2012 membership card for all members that contribute \$5 or more. Funds collected help underwrite our expenses and are to be added to the total council’s Measure Up contribution.

## *Ten Steps for Measure Up Success*

1. Set a council goal of at least 10 percent greater than last year's collection total.
2. Mail the greenback flyers to all council members, especially with the 2012 membership dues notices. This is an important part of our Measure Up Campaign and it allows the State Council to claim that 100 percent of all street collections will be used for our Citizens with Developmental Disabilities. Members who contribute will get a special sticker added to their 2012 membership travel card by their council Financial Secretary.
3. Appoint a council Measure Up Chairman (or co-chairs), who will be responsible for the specific details for your council's campaign. Then organize a committee of 'key' people of your council and local organizations that help Citizens with Developmental Disabilities.
4. Plan your special Measure Up Fund-raising activity and set a date. Organize a committee and advertise your event.
5. Organize a local business "direct mail" campaign asking for a contribution to the 2012 Measure Up campaign. Make sure they know how your council will use the funds in your community. Emphasis that this is our "flagship" charity!
6. Solicit council members or the MANPOWER of your street collection campaign.
7. Make sure to contact your local business or merchants for permission to solicit funds. Use the posters and material provided by the State Council to increase awareness and purpose of the Measure Up Program.
8. Secure a solicitation permit, if required in your community.
9. Sponsor your Measure Up collection on April 24, 25 and 26 or May 1, 2 and 3, 2012. Let your community know the purpose and goal of Measure Up and our dedication to the "flagship" charity of the Knights of Columbus. Place articles in local newspapers, community news and "letters to the editor" columns. Have permits, aprons, canisters and rulers available for the volunteers for your specified collection times. Put "**Columbianism**" into action in your community and demonstrate our Order's principle of **Charity** for our special Friends with Developmental Disabilities.
10. Complete your 2012 Measure Up Report/Grant Form by June 1, 2012 and mail with a check made payable to: **Ohio State Council, Knights of Columbus** to: Robert Byers , State Warden 565 Indian Run Road, Marietta, Oh 45750.



## 2012 Measure Up Council Recognition Awards

### **For Ohio Knights of Columbus Councils Supporting Citizens with Developmental Disabilities and Achieving the Following Measure Up Goals:**

1. Highest total dollars collected by a council (one winner)
2. Highest total dollars collected per member by a council (one winner)
3. Highest total dollars collected by a council in each division \* (five winners)
4. Highest total dollars collected per member by a council in each division \* (five winners)
5. Councils collecting a 25% increase over their 2011 collection total.



\* Council breakdown by Division based on membership numbers (as of May 1, 2011)

**Division I** Minimum to 59 Members,      **Division 2** 60 to 99 Members,      **Division 3** 100 to 156 Members  
**Division 4** 157 to 240 Members      **Division 5** 241 or greater



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State Deputy**

**MEASURE UP 2012 CAMPAIGN - REPORT AND GRANT FORM**

Please complete and mail to the State Warden with your Council Measure Up check. The full amount collected is to be forwarded by **May 31, 2012**. Make the council check payable to: **OHIO STATE COUNCIL, KNIGHTS OF COLUMBUS**; mail to: Robert Byers ,State Warden, 565 Indian Run Road, Marietta, Oh 45750.

(Type or print the following:)

Date: \_\_\_\_\_

Council number: \_\_\_\_\_ District: \_\_\_\_\_ Diocese: \_\_\_\_\_

Council Name: \_\_\_\_\_ City of Council: \_\_\_\_\_

Grand Knight: \_\_\_\_\_ Council M/U Chairman: \_\_\_\_\_

Present Ruler Count: \_\_\_\_\_

Gimme Five Collection: \_\_\_\_\_

Local Merchant/Business Collection: \_\_\_\_\_

M/U Fundraiser: \_\_\_\_\_

Measure-Up Collection: \_\_\_\_\_

**Measure Up 2009 Campaign Collection Grand Total:** \_\_\_\_\_

*DISTRIBUTION RULES*

- Contributions must be made to qualified C3 organizations, as described by the Internal Revenue Service.
- Recipient organizations should be providing assistance or support to citizens with Developmental Disabilities within your community or geographical area.

**STATE COUNCIL CHECK TO BE MADE PAYABLE TO:**  
(Complete Name for Check. Use reverse side for additional agencies.)

Name of Recipient Organization #1: \_\_\_\_\_

Address of Recipient Organization #1: \_\_\_\_\_

City: \_\_\_\_\_

\* Percentage of Total Collection for Organization #1: \_\_\_\_\_ %

**Note: This is the % of the 80% returned to your council.**

**STATE COUNCIL CHECK TO BE MADE PAYABLE TO:**

(Complete Name for Check. Use reverse side for additional agencies.)

Name of Recipient Organization #2: \_\_\_\_\_

Address of Recipient Organization #2: \_\_\_\_\_

City: \_\_\_\_\_

\* Percentage of Total Collection for Organization #2: \_\_\_\_\_%

**STATE COUNCIL CHECK TO BE MADE PAYABLE TO:**

(Complete Name for Check. Use reverse side for additional agencies.)

Name of Recipient Organization #3: \_\_\_\_\_

Address of Recipient Organization #3: \_\_\_\_\_

City: \_\_\_\_\_

\* Percentage of Total Collection for Organization #3: \_\_\_\_\_%

**STATE COUNCIL CHECK TO BE MADE PAYABLE TO:**

(Complete Name for Check. Use reverse side for additional agencies.)

Name of Recipient Organization #4: \_\_\_\_\_

Address of Recipient Organization #4: \_\_\_\_\_

City: \_\_\_\_\_

\* Percentage of Total Collection for Organization #4: \_\_\_\_\_%

**STATE COUNCIL CHECK TO BE MADE PAYABLE TO:**

(Complete Name for Check. Use reverse side for additional agencies.)

Name of Recipient Organization #5: \_\_\_\_\_

Address of Recipient Organization #5: \_\_\_\_\_

City: \_\_\_\_\_

\* Percentage of Total Collection for Organization #5: \_\_\_\_\_%

**\* Note: This is the % of the 80% returned to your council.**

## **Working with Wal-Mart**

### **How to apply for a Wal-Mart Grant**

The Community Grant Program is the largest program funded by the Wal-Mart Foundation and includes both matching and direct grants. The Matching Grant program allows local nonprofit organizations to hold fundraisers outside their local Wal-Mart or Sam's Club. Wal-Mart stores or Sam's Clubs can elect to match a portion of the funds raised up to \$1,000. Events held off the premises of a Wal-Mart store or Sam's Club are also eligible for funding when a Wal-Mart or Sam's Club associate is actively involved in the event. Additionally, once the Wal-Mart or Sam's Club has met certain criteria in the Matching Grant Program each year, a second source of funding, direct grants is awarded to the store / club to use in the community. These funds do not require a fundraiser to be held; instead the funds can be awarded directly to a deserving organization.

Organizations that may qualify to receive funding through the Matching Grant Program are 501(c)(3) non-profit organizations or organizations that are exempt from needing 501(c)(3) status, such as public schools, faith-based institutions such as churches (must be conducting a project that benefits the community at large), and government agencies.

**\*To learn more about receiving a grant from your local Wal-Mart or Sam's Club, please see the Community Involvement Coordinator at the location closest to you.**

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### **Wal-Mart Stores Inc.**

#### **Solicitation & Distribution of Literature Rules**

Thank you for your request. As a partner and supporter of the community we are happy to provide an area at our facility to support local organizations and charities. Due to the number of requests we receive and the desire to provide a safe environment for you and our customer, we have found it necessary to implement the following rules.

Designation of Area – Soliciting or distribution of literature shall only take place in the designated area specified by Wal-Mart. We reserve the right to change the designated area in good faith as deemed necessary for the commercial operation of the facility.

Prior Approval of Date and Time – A three day advanced notice is required for soliciting or distribution of literature. The facility manager or management associate acting on his/her behalf will approve a date and time that is agreeable to Wal-Mart and the organization requesting the use of our sidewalk or parking lot. The number of organizations scheduled on the parking lot at one time shall not exceed one.

Limitation on Days - Wal-Mart limits an individual or organization to three consecutive days and no more than 14 days per year for soliciting or distribution of literature.

Limitation on Participation – The number of participants in any given event shall not exceed 15 participants.

No political solicitation is allowed. In order to provide a neutral environment for our customers, we do not allow individuals or groups to solicit or distribute literature for political purposes on our premises except where required by law.

No solicitation or distribution of literature is allowed inside any Wal-Mart facility including any vestibules or entrances.

I have read the above rules concerning solicitation & distribution of literature, and agree to abide by the rules. I understand that my failure to act in accordance with these rules will result in my permission to be on the premises being revoked.

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Name of Organization

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Signature of Participant  
Phone No.



AVAILABLE PACKAGES	CASE QUANTITY	PACKAGE PRICE	PACKAGE QUANTITY	UNIT PRICE	SUGGESTED RETAIL	KOC MARGIN
A	3	\$ 270.00	36	\$ 7.50	\$ 15.00	50%
B	6	\$ 540.00	72	\$ 7.50	\$ 15.00	50%
C	12	\$ 1,080.00	144	\$ 7.50	\$ 15.00	50%

The Beaver Creek Candle Company is proud to be a part of helping the Knight of Columbus raise money. The candles are an easy sale with a great cause to back them up! Get your local Council motivated by placing an order today. Ordering is easy. Choose from the above packages of 16 oz. paraffin candles and place your order with Amy, our Customer Service Representative. She can be reached by phone at 330-424-0596 or email at [abulick@bccandle.com](mailto:abulick@bccandle.com). Candles are available in a variety of scents. Please check out our Web Site: bccandle.com for a complete listing. We look forward to and are excited about this opportunity for collaboration!

# **MEASURE UP Campaign 2012**

## **Schedule of Major Events**

### **October 2011**

Grand Knight inventories rulers; places order with District Deputy. State Warden mails “Gimme Five” stickers and Greenback flyers to all councils.

### **November 2011**

District Deputy places orders for council ruler supply.

### **December 2011**

Financial Secretary mails Greenback flyer to each member with council’s dues notice. Council promotes getting donations from every member including Honorary and Honorary Life.

### **January 2012**

District Deputy receives Measure Up information packets and rulers at the Mid-Year Meeting and distributes to them to his councils. The Grand Knight designates a Chairman for the council campaign. The council identifies proper 501c-(3) organizations to receive council rebate money. Councils may also plan Special Population Free-Throw Contest. Financial Secretaries mail Membership dues cards with “Gimme Five Club” stickers.

### **February 2012**

Council chairman coordinates collection sites and his committee selects intended recipient(s) for Council Measure Up donations. The committee should begin developing ideas for additional fundraising projects for Measure Up.

### **March 2012**

A council chairman recruit volunteers to man previously selected collection sites.

### **April/May 2012**

Primary collection dates: April 26, 27 and 28 or May 3, 4 and 5. Many councils may have other fundraisers or projects to supplement collections.

### **June 2012**

Complete the Grant Request Form indicating where the council rebate will go. “Gimme Five” collections are added to the public collections and fundraisers and one check, made out to: **Ohio State Council - Knights of Columbus**, is sent with the completed Grant Request Form by JUNE 1, 2012 to:

**Robert Byers  
State Warden  
565 Indian Run Road  
Marietta Oh 45750**

### **August/September 2012**

Rebate checks are issued to councils submitting contributions in June 2012.

### **September/October 2012**

Councils present checks to designated recipients.

### **January 2013**

Awards presented at Mid Year District Deputy Meeting for the best performances in the 2012 campaign.

# Special Population Basketball Free Throw Contest

**No orders can be process and shipped without payment being included.** The Ohio State Council will donate eight (8) plaques. If you have a wheelchair free throw competition, you may order a total of ten (10) Plaques. **Make checks payable to : T-Shirts by Eckstein.**

	YOUTH		ADULT		Extra Large
6 to 8	_____	SM	_____	XXL	_____
10 to 12	_____	MD	_____	XXXL	_____
14 to 16	_____	LG	_____	XXXXL	_____
		XLG	_____		
<b>Total</b>		<b>Total</b>			

<b>Cost</b>	<b>YOUTH</b>	_____	x	<b>\$4.50</b>	_____
	<b>ADULT</b>	_____	x	<b>\$4.50</b>	_____
	<b>XXL</b>	_____	x	<b>\$5.50</b>	_____
	<b>XXXL</b>	_____	x	<b>\$6.50</b>	_____
	<b>XXXXL</b>	_____	x	<b>\$7.50</b>	_____
	<b>Extra Plaques</b>	_____	x	<b>\$5.00</b>	_____
			<b>Total Cost</b>	<b>\$</b>	_____

Please include \_\_\_\_\_ plaques for the winners at the Free Throw contest.

Send All Orders to:

**T-Shirts by Eckstein**  
**Attn: Gary Eckstein**  
**1498 River Trail Drive**  
**Grove City, Oh 43123**

Please Ship Order to:

614-679-4238

[gary.eckman@sbcglobal.net](mailto:gary.eckman@sbcglobal.net)

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As Knights of Columbus,  
Our most important job is?



Helping people that need our

**HELP!**

# Measure Up 2012