



***Pin-Up Campaign
Tool Kit***

WHAT IS A PIN-UP CAMPAIGN?

A pin up campaign is a high-impact program that makes it easy for businesses, schools and community groups to raise funds for NETWorks Cooperative Ministry. This campaign consists of small sheets of paper, also known as "pin ups," which individuals can purchase for a minimum \$1 donation. The individual signs their card and then it is proudly displayed, or pinned up, in a highly visible location. As more people participate, the display of support grows and makes an impactful statement.



STEPS FOR A SUCCESSFUL PIN-UP CAMPAIGN

STEP 1

February marks a special occasion at NETWorks Cooperative Ministries as we celebrate our 20th anniversary. To commemorate this significant milestone, we are designating February as "Love Your Neighbor as Yourself" month.

We invite you to join us in spreading love, compassion, and kindness throughout this meaningful month by participating in our Pin-Up campaign.

STEP 2

Display collateral materials in your business, school or community. NETWorks will provide Pin Up cards, a goal poster and promotional fliers. Hang up a flyer(s) near the registers. Display the pin ups in highly visible areas.

STEP 3

Monitor success and supply levels during the month-long campaign.

Track weekly donations on your goal poster.

Contact sshapiro@networkscoop.org if you need additional materials.

STEP 4

Fill out the Pin-Up Wrap Up Form and turn in donations. This form needs to accompany the donations raised.

Send form, donations, and any unused supplies to NETWorks Cooperative Ministry.

For most businesses, it's easiest to track the pin up sales in your own system, and contribute one check to NETWorks at the end of the campaign.

WILL YOUR COMPANY FIGHT HUNGER AND POVERTY IN YOUR NEIGHBORHOOD? INVEST TO BUILD A COMMUNITY FREE OF HUNGER AND POVERTY?

WHO WE ARE:

NETWorks Cooperative Ministry serves as the primary social services agency and mobilizer of community resources in Tucker and the surrounding community to address hunger prevention and food security.

OUR PROGRAMS:

- Grocery Store Style Food Pantry
- Emergency Financial Assistance
- Good Neighbor Grocery Alliance
- Financial Management Classes
- Back-to-School Supplies Shop
- Holiday Gift Shops

PARTNER WITH US!

- **LOCAL:** Serving northeast Dekalb County; based in Tucker
- **DIRECT:** Help people with whom you live, work, worship, and play
- **PARTNERS** with your neighbors, helping them walk out of poverty.



PROGRAM SUPPORT

Help fund innovative programs like the Grocery Store Style Pantry or Good Neighbor Grocery Alliance



EVENT SPONSORSHIP

Sponsor signature events such as the Putting Out Hunger Golf Tournament, or our Trivia Night.



VOLUNTEER

Strengthen your team by volunteering together. Multiple opportunities are available for groups of all sizes.



FOOD AND FUND DRIVES

Host a community food drive or engage in friendly competition within your company by participating in a Food &/or Fund Drive.

PIN-UP WRAP UP FORM

Thank you for your participation in NETWorks' Love Your Neighbor as Yourself Pin Up Campaign! We appreciate the efforts you and your employees dedicated to this campaign.

Date: _____

Business Name: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Point of Contact Name: _____

Work Phone: _____

Email Address: _____

Total Amount of Donations: \$ _____ # of Pin Ups Sold: _____

Campaign Start Date: _____ Campaign End Date: _____

Has your company ever done a pin up campaign before?

YES / NO

Comments about your experience with NETWorks and this campaign:

Will your company match your fundraising total? YES NO

Amount: _____

Please send the completed form, with a donation check, and any unused materials to:
NETWorks, Attn: Pin-Up Campaign - 4296 Cowan Rd, Tucker GA 30084
OR contact Stephanie Shapiro for pick-up

Questions? Please contact sshapiro@networkscoop.org / 678-520-5325

PIN-UP CAMPAIGN AGREEMENT

Business Name: _____

Point of Contact Name: _____

Business Address: _____

City: _____ State: _____ ZIP Code: _____

Work Phone: _____

Email Address: _____

Campaign Start Date: _____ Campaign End Date: _____

1. Group agrees to use materials provided by NETWorks Cooperative Ministry for use in Group's fundraiser.
2. Within 14 days following the end of the Campaign, Group agrees to provide to NETWorks the following: a) completed "Wrap Up Form"; b) donation check for all funds donated during the Campaign; and c) return all unused Campaign materials.
3. NETWorks shall retain all ownership and intellectual property rights to all Campaign materials used by Group during the term of the Campaign. Except as otherwise provided for under this Agreement, any use of the "NETWorks" mark, and all other marks and materials owned by NETWorks, shall not be used by Group without the prior written consent from NETWorks.
4. NETWorks shall not be liable to Group for any incidental, consequential, special or other direct or indirect damages, or for any lost profits or lost savings arising out of Group's fundraiser.
5. Group shall include the following statement on all printed materials/internet postings promoting the Campaign, "All funds raised will be donated to NETWorks Cooperative Ministry."
6. Group agrees that it will not combine its fundraiser for the Campaign with another organization that has the same mission or same cause as NETWorks Cooperative Ministry.
7. Group agrees and acknowledges that it is responsible for complying with applicable laws. Terms and Conditions By signing below, signatory represents and warrants that he/she is authorized to bind his/ her Group to the above terms and conditions and enter into this Agreement.

Group Name _____

Authorized Signature _____ Date _____

Printed Name of Authorized Signature
