



NAA Foundation Best Practices:
NIE Fundraising and Sponsorships
Vacation Donation Contest

Submitter's Contact Information	
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Fundraising Best Practice	
Project name	Vacation Donation Contest
Goal	To encourage our customer service representatives to secure donations from subscribers who call in to stop their papers for vacations.
Target Age/Audience	Subscribers who are going on vacation.
Tactics	We held a contest encouraging our customer service representatives to compete against each other to secure the most donations. To make it fair, we had two categories: the most revenue secured and the most donations secured. Each week throughout the summer months (June, July and August), we held a drawing for gift cards and promo items. Tickets were given for each donation secured and placed in the drawing. This kept them motivated, as we updated everyone on their status for the week. The two winners of the contest were given a day off with pay.
Resources Required (including staffing and number of hours)	Very little effort required. The coordinator processed promo sheets each week and assigned tickets, updated the spreadsheet that was created to keep track of donations and obtained prizes for the reps.
Results (including revenue generated)	First of all, it was a lot of fun. It kept the reps on their toes not to let any donation opportunities slip by them. We were given the opportunity to keep NIE in the limelight for a few months. We generated more than \$6,000 during these three months.
Lessons Learned (Would you do it again? If no, why not?)	This is an annual thing for us now and it has been very beneficial. Vacation donation is the one revenue resource where I have not seen a decrease. Because of the contest, our reps are very aware of how important these donations are to NIE and how quickly they can add up.