

Give A Dollar Campaign

This program can ensure that you will never have to pay pledges from your own budget. It's a perfect conversation starter during in-home estimates and phone quotes.

Steps to ensure success

Prospective Clients: A great time to present the program is at the conclusion of an in-home estimate with your clients. It affords you the opportunity to share how your company is giving back to women in your community.

>>Ask if clients would like to contribute \$1 per cleaning and provide the gift of a clean home to a woman undergoing treatment for cancer.

>>Once they agree, ask clients to complete the bottom portion of the pink Give A Dollar brochure. Then, send them the welcome and thank you for enrolling in the Give A Dollar Campaign post card.

>>Complete the form and return it to the office for processing.

Existing Clients: Having a face-to-face conversation about the program is more effective than leaving the pink Give A Dollar brochure.

>>Return the completed form to the office for processing if the client agrees to participate.

>>Another option is to send a mass email to appeal to your clients. Consider including a testimonial from a patient you've cleaned for.

PROCESSING

1. Create a folder for all the returned forms as authorization for the additional charge.
2. **QuickBooks Users:** Generate a report of all clients who donated to the campaign on a monthly basis.
Excel Users: Create a spreadsheet with all clients participating in the program.
3. Enter the contributed amount on a monthly basis.
4. Look at each client's record every month to ensure that they have not cancelled services or discontinued contributing to the program. Remove any clients no longer in the program from your spreadsheet
5. Send a check on a monthly basis to Cleaning For A Reason to be used toward your monthly pledge. Make your check payable to Cleaning For A Reason and mail to PO Box 146, Lewisville, TX 75067.

Email info@cleaningforareason.org for more information.