



Intellectual Disabilities Program

Best Practices!

Have you ever wondered why some councils raise a considerable amount of dollars each year as part of their “Tootsie Roll” campaign? Often it’s simply because their “winning formula” involves finding new ways to engage their members and those in their communities to support this important and meaningful program.

Provided below are some ideas that various Maryland councils have used over the past few years to generate significant dollars, ideas that may be relevant to your council, as well. Don’t be afraid to “go outside the box,” by the way. Who knows, maybe your program will become a “best practice” for others to follow next year!

>In addition to focusing on the usual grocery and mass merchandiser stores, consider targeting these other high-traffic options:

- CVS, Walgreens, and local drug stores
- Commissary and Navy Exchange stores
- Liquor/Beer/Wine stores

>Tie-in with an event in your parish or local community such as:

- Parish Picnics and Parish Dinners
- Parades
- Races and Marathons
- Major tourist activities and locations

>Host your own council event! Conduct a spaghetti dinner, or pancake breakfast, or some other fun activity that brings together people for the purpose of raising funds for this program.

>Include families in your fund-raising events. Having moms and children participating will add fresh energy, not to mention their ability to connect with others.

>For those reluctant store managers, perhaps make this offer:

“If you let us conduct our tootsie roll drive here, then we will also help you by conducting a food drive, as well.” Note that food drives help generate extra sales for participating stores, a big win for most managers.

>If you have council members who are unable or unwilling to volunteer for a tootsie roll collection shift, ask that they consider making a small donation to the program instead.

>Special note from Co-Chairman Craig Clagett concerning Giant Foods:

“Brother Knights: I got some feedback at a recent program seminar that councils were having trouble getting space in front of Giant Food stores. I contacted a brother Knight who happens to be a Giant store manager and he confirmed that the Knights of Columbus “Tootsie Roll” program is one of the programs that Giant allows in front of its stores.”

So...get out there and lock down those dates!

