

How To Run A Successful Campaign

The Homer Fund is a unique charity created specifically to assist The Home Depot associates. The Fund is supported by the generous donations of our associates.

In 2009 alone, the Fund issued over \$11 million to over 7,000 associates. The Fund expects this trend to continue. As the need increases, so does the need for funding. The annual Homer Fund Campaign is the most instrumental tool used to increase funding. Let's all be apart of making a difference in the life of a fellow associate.

As the Homer Fund captain, you have been given the opportunity to raise awareness and increase donations to The Homer Fund. Make your campaign a successful one by utilizing these important do's and don'ts.

Do...	Don't...
<p>Be familiar with how The Homer Fund helps our associates through its two grant programs. Information is on The Homer Fund Fact Sheet as well as the Web site at www.THDHomerFund.org.</p>	<p>Solicit customers, vendors or seasonal associates to give to The Homer Fund.</p>
<p>Be creative with your method of fundraising and awareness:</p> <ul style="list-style-type: none"> ◆ Set up a Homer Fund table in an associate-only area and host a Homer Fund Information Day (with snacks if possible – food is always motivating!). ◆ Create small paper aprons stating, “My name is _____ and I support The Homer Fund” for each donor. Display the aprons in the break room or other associate-only areas. ◆ Show Homer Fund Video ◆ Whatever you can think of to create excitement and awareness! 	<p>Be discouraged if associates don't respond to you the first time you ask them to donate. Remember, donations are strictly voluntary. Associates should be encouraged to give if they can afford to give. They should not be made to feel like they have to give.</p> <ul style="list-style-type: none"> ◆ Let the associate know their options and the different ways of donating. Many times, an associate may not be able to contribute each pay period. However, they may want to make a one-time donation (minimum \$1). ◆ The Homer Fund takes donations all year. If an associate can't give during the campaign, they can still donate later on, if they chose to.
<p>Have a Homer Fund grant recipient at your store voluntarily share their story during your Homer Fund meeting. Associates may be more willing to give when they actually see the Fund at work in their own store or region.</p>	<p>Give the impression that associates will automatically qualify for a Homer Fund grant if they donate to the Fund. Donors and non-donors must meet the same qualifications in order to receive assistance.</p>
<p>Respect associates by reminding them that donations are voluntary. Associates should not feel their participation is mandatory, regardless of your store goals.</p>	<p>Discuss donation decisions with other associates. Giving is strictly voluntary and the privacy of our associates is extremely important.</p>
<p>Track your store's progress by accessing reports through the Fund's Web site www.THDHomerFund.org. A link to the site is on myApron > Quick Links >The Homer Fund. Reports are updated every weekend throughout the campaign.</p>	<p>Expect real-time reporting on the participation reports. Allow a minimum of 1 pay cycle to process your new donors and have those donors reflected on the participation reports.</p>

Do...	Don't...
<p>Encourage associates to sign up online. Not only is this method more efficient and eco-friendly, new donors who sign-up online are eligible to win a \$50 gift card.</p> <p>For those associate who wish to donate using the pledge card, instruct them to return their completed pledge card to the Homer Fund Captain. As the captain, you should make sure each pledge card includes all pertinent information (full name, associate ID #, store/SSC dept #). While you may send copies of the pledge cards directly to The Homer Fund via fax or overnight mail (fax number and address listed on pledge cards), we suggest that you enter your pledge cards on The Homer Fund spreadsheet located on the Fund's web site at www.THDHomerFund.org/captains.shtml for faster processing.</p>	<p>Fax your contribution forms if you have already sent them vial mail or electronically using the contribution spreadsheet. Conversely, do not mail or e-mail your new donors if you have already faxed them.</p> <ul style="list-style-type: none"> ◆ Don't send cash. The Homer Fund accepts checks, payroll deductions and online credit card donations only. ◆ Don't discourage small donations. EVERY DONATION MATTERS! All funds collected go directly to providing a much needed life-line to a fellow associate in need.
<p>Always keep a copy of pledge cards in a safe, secure place. This will be helpful if there is a difference in your records and what is reported by the Fund.</p> <ul style="list-style-type: none"> ◆ Allow a minimum of 4 weeks to see your new donors who filled out a contribution form to be reflected on The Homer Fund's participation report. If your numbers differ from those reflected on the report, you may need to donate online for a more accurate count or resend your forms. 	<p>Send your original contribution forms without keeping a copy. Keep your forms until after the campaign is complete and you are sure that all of your associates have been counted.</p> <ul style="list-style-type: none"> ◆ Don't leave associate's personal information in an unsecured location. ◆ Don't send forms to Payroll and don't send forms through inter-office mail.
<p>Remind associates that The Home Depot Foundation will match their donations between \$25 and \$1,000. Tip: Once recurring payroll donations hit the \$25 mark, the match will automatically start! For example, if an associate signs-up to give \$1 per pay period, at the 25th pay period, the Foundation's match will begin.</p>	<p>Complete paperwork to match donations to The Homer Fund. The Fund's staff handles the matching process on the donor's behalf.</p>
<p>Contact a Homer Fund staff member if you or your fellow associates have questions or concerns about the campaign that aren't covered in the FAQs. The Fund's staff may be reached at (800) 654-0688 ext. 12611 or via e-mail at Homer_Fund@HomeDepot.com.</p>	<p>Hesitate to call The Homer Fund with any questions or concerns. The Fund's staff may be reached at (800) 654-0688 ext. 12611 or via e-mail at Homer_Fund@HomeDepot.com.</p>