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UND RAISING IDEAS

A SERVICE OF THE ESA PHILANTHROPIC DEPARTMENT
ESA INTERNATIONAL HEADQUARTERS - Drake Office Center
333 West Drake Road, Fort Collins, CO 80526 (303) 493-2824
THE TRAFFIC STOP

A Traffic Stop is an event whereby donations are collected from motorists stopped at a red light or stop sign. Especially productive, in terms of income, are Traffic Stops used at football or baseball games, rodeos, exits from shopping centers or other areas where there is heavy traffic.

Saturday and Sunday are usually excellent days for this event. There is more traffic on both of these days because of shopping, church attendance and leisure driving.

STEPS TO SUCCESS

1. Meet with interested volunteers. Determine location(s) and set a date.
2. Appoint General Chairman. Responsible for coordinating all efforts. Arrange for permission and permits as needed. The safety of the volunteers and motorists is of primary importance. A police car with a flashing light should be at each "stop". If this is not possible, warning signs should be placed several hundred feet in advance of the collection point requesting motorists to slow down for the Traffic Stop. An individual with a "slow" sign or wearing a special fluorescent vest could be posted in advance of the site to warn motorists.
3. Appoint the following committees:
 - (a) Volunteers--At least three volunteers to collect donations and one to empty the containers will be needed for each three-hour shift. Volunteers approach the vehicles, tell them the purpose of the Traffic Stop and ask for a donation. Each motorist should be given some token of appreciation in exchange for his donation (for example, a brochure on organization benefiting).
 - (b) Promotion--Contact local newspapers, television and radio stations to announce date and time of the Traffic Stop. Large signs should be placed at each site indicating the cause for which funds are being collected and by whom.
 - (c) Supplies--Secure colorful collection containers and identity tags. Arrange for refreshments (soft drink) for volunteers.
 - (d) Treasurer--Funds received must be periodically counted, recorded and deposited in a secure location. At conclusion of campaign, pay approved bills.