



Knights of Columbus (B.C.) Charity Foundation

Charity Appeal Procedure

Foreword

In the past we have had a number of letters and special procedures outlining specific aspects and rules for the Charity Appeal. As the Gaming Commission adds more rules it is more difficult to keep track of all the requirements so we have re-written the procedures into this one document in an effort to make this as easy as possible for our Council Ticket Chairmen and our selling members.

If you have any questions or if in doubt, be on the safe side and contact the State Charity Appeal Chairman. The contact information is on the Ticket chairman Registration Form, on page 4 of the State directory and can be found on the State website at <http://www.vcn.bc.ca/kofc/> under "Charity Appeal".

The following forms can also be found on the State Website under "Charity Appeal"

- Ticket Chairman Registration Form
- Ticket Log
- Ticket Log in Excel format
- Return Ticket Form
- Council Vouchers

Additionally:

1. We get many questions regarding Liability Insurance from Malls. This information is available on the State website under "Forms" about 3/4 of the way down the page from the end.
2. Council Vouchers, which are used to distribute your Charity Funds earned, can be found on the website and should be completed and sent to the Foundation Administrator for processing.

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Registration of Council Ticket Chairman and Ordering Tickets

1. Appoint your Council Ticket Chairman as soon as possible. Your Chairman should have enough time and skills to plan the campaign, organize the sales events and control, track and report the ticket returns.
2. Each council will be sent a paper registration form for the Council Ticket Chairman. The form is also available on line at the State Website at <http://www.vcn.bc.ca/kofc/> under "Charity Appeal".
3. Provide all the requested information (PLEASE PRINT) including telephone and fax numbers and e-mail address of your chairman (e-mail is the preferred method of communication).
4. Determine how many books of tickets you wish to order as well as how many large posters and tent cards you require and record them on your Registration Form.

NOTES:

- a. Please review your ticket sales over the past 2 to 3 years and order reasonable quantities based upon past sales history. For example if in the past 3 years you sold 344, 356 and 332 books, a reasonable order would be for 400 books not 1,000. Ordering a reasonable number of books reduces the shipping costs for both State and your council and makes tracking of the tickets easier for both entities.
 - b. This year tickets will be in books of 10 not 11 as in past years. Please increase your number of books ordered by 10% over your 2 to 3 year average in order to sell the same number of tickets as previously and thus raise the same funds for dispersal to your favourite charities. For example if you sold 300 books in the past 3 years, you would order 330 books this year. Commission will still be paid at \$2.00 per book sold which represents an increase in the commissions paid to the councils.
5. Send in your paper registrations by mail or fax or e-mail the electronic version (preferred) to the contact information provided at the top of the Registration Form. Complete this task as soon as possible to allow the State Charity Appeal Chairman set up the contact database.

Receiving Tickets

When tickets are received please follow the procedure listed below:

1. Count the number of books of tickets received.
2. Subtract the serial number of the last ticket in the last book from the serial number of the first ticket in the first book, add 1 and divide by 10. The result should equal the count from step 1. above.
3. Report any discrepancies to the State Charity Appeal Chairman **within 3 Days of Receipt** of the tickets. If no discrepancies are reported within this time period, the quantities recorded as having been sent to your council are deemed correct and you are responsible for accounting for that number of tickets.
4. Record each book in the Ticket Log by noting the first and last ticket number of each book. Recording 1 large block or several large blocks of tickets in one group does not help you track the tickets,

NOTE: The use of the Ticket Log as described is **MANDATORY** and is prescribed by the Gaming Commission - **this is NOT a voluntary procedure.**

Distributing Tickets

There are two main methods of distributing tickets for sale, both of which are described and suggestions offered below for tracking them:

1. Distribute Tickets to Council Members:

This method is a fine way to get participation from your brother Knights and will result in sales to them, their families, friends and co-workers. There are however, some do's and don'ts that we recommend.

- a. **DO NOT** distribute tickets to persons who have not agreed to sell or buy them.
- b. **DO NOT** mail tickets to members. Tickets should never be mailed because they cannot be tracked using normal mail and tracked mailings are too expensive. Also, consider if it is necessary to mail the tickets to your members, it most likely means that they are not active and do not attend meetings. This may create problems getting them back either sold or unsold.
- c. **DO** note each members name beside the book number as it is given to him.
- d. **DO** contact your member at least a week before the cut-off dates for the Early Bird Draw and have him return any sold tickets (remove and turn in sold tickets from partially sold books) so that all sold get into the draw . Do this again a week before the Final Draw but now you are asking for both sold and unsold tickets back.
- e. **DO** be sure to record each book or number of loose tickets returned in the Ticket Log when they are received.

2. Sales Events at Malls or Retail Outlets

A significant number of tickets are sold at malls and the following controls are suggested:

- a. Provide only enough tickets to the outlet as are expected to be sold that day plus a few books as a safety margin.
- b. Note in the Ticket Log that the books were sent out that day to the specified location.
- c. At the end of the day, log the books back in as sold or unsold.
- d. Reconcile the tickets returned to the tickets logged out every day.

Sales Events Hints

Below are some hints on how to maximize your ticket sales:

1. Get a good location where there is lots of traffic. Inside malls are great but don't overlook large retailers such as Wal-Mart, Revy, Home Depot etc as well as liquor outlet stores. Although it is great to have inside locations, outside locations work fine as well except in the coldest of weather.
2. Always try to get a car to display. We strongly suggest that each council purchase the optional liability insurance to cover all events in case of damage to the vehicle.
3. Make good use of the large posters and the tent cards.
4. A small poster showing how much of the Charity Appeal money from your council went to local charities is always a good idea. A lot of people buy the ticket with no expectation of winning but will spend a few dollars to support a charitable cause.

5. Set up a table in a visible location but not in such a manner as to impede traffic or cause a nuisance.
6. Have several books of tickets out for sale; some people like to choose their special numbers.
7. Be interactive with the people as they pass by. We understand that some malls will not allow active selling nor does the Gaming Branch policy allow us to be aggressive or confrontational or bullying people into buying tickets, but a simple good morning and making eye contact will get results. Under no circumstances should 2 brother Knights be sitting there chatting to each other and letting the traffic pass without so much as a friendly smile.
8. Instruct your sales staff on how to handle the tickets and problems associated with the sales. This is discussed in the next section.

Sales Staff Briefing

All your sales staff should be aware of the following procedures:

1. **No tickets can be sold to any person under 19, either in his name or in the name of an older person. The 19+ plus has to be strictly enforced.**
2. **DO NOT** bring scotch tape, a stapler or scissors. Tickets altered in any way **MUST be rewritten by the council**. This applies to any alteration whatsoever that changes the weight, feel, size or shape of the ticket.
3. Each ticket must be sold for \$2.00 each and that amount collected.
4. **NO MAILING LABELS** can be used (see point 1. above). Tickets with mailing labels **MUST be re-written by the council**.
5. If a ticket is torn it **CANNOT be taped**. It **MUST be re-written by the Council**. If a ticket stub is torn out of the book in error it **CANNOT be taped or stapled** back in. Use a paper clip to keep it with the book.
6. If a ticket is not paid for try to get the buyers stub back and paper clip it to the ticket stub. Write "VOID" across the face, remove the ticket from the book, note the reason why it is void on the back of the ticket and return it separately with your re-written tickets. Count the book as a full book sold because it will be credited when recorded on the Ticket Return Form.

Ticket Re-Write Procedure

1. Have a book of tickets set aside for re-writes
2. Remove the spoiled ticket stub to be re-written. Count this book as a full book sold because the re-written ticket will be credited on the Ticket Return Form.
3. Draw a line from corner to corner across the front face of the ticket that is to be re-written and write "re-written" on the back.
4. From the book of tickets set aside for re-writes, remove a ticket and write the information on the spoiled ticket as exactly as possible on it.
5. Put the spoiled and the re-written ticket together with a paper clip and keep them separate from the other tickets.
6. Place the "re-written" and "VOID" tickets in a separate envelope from your sold tickets, report them on the revised Return Ticket Form and return them to the State Charity Appeal Chairman with the rest of your tickets. You will note that a credit of \$2.00 is allowed for each re-written ticket provided that the re-written and spoiled ticket procedure is followed.

Returning Tickets

There is a lot of time and work required at State to receive, verify, record and prepare the tickets for the draw barrel. We ask that you have the tickets on the bus no later than 2 days after the cut-off date. This will take some planning on your part so that the Ticket Log is updated and current, the Ticket Return Form is completed and a cheque for the calculated amount is issued.

The procedure is as follows:

Early Bird Draw Returns

1. Collect all sold Tickets (including sold tickets from partially sold books) from mall sales as well as individual members.
2. Update your ticket Log and reconcile your count.
3. Complete the Ticket Return Form by following these instructions which explains what entries are to be made on each line on the Ticket Return Form:

Return Record and Remittance Calculation

Line (a) Record the number of full books sold. Multiply each sold/re-written book of tickets by \$20.00 and enter the result..

Line (b) Record the number of loose tickets sold. Divide the number of loose tickets by 10. This will give you the number of books to one decimal place. Multiply that number by \$20.00 and enter the result.

Line (c) Record the number of re-written tickets. Divide the number of re-written tickets by 10. This will give you the number of books to one decimal place. Multiply that number by \$20.00 and enter the result. **NOTE:** The number of re-written tickets should equal the number of void tickets in (g).

Line (d) Add the calculated number of the sold and re-written books from (a), (b) & (c) and enter that result.

Write a cheque for the resultant amount to "**Knights of Columbus (BC) Charity Foundation**"

Line (e) If you are returning unsold books at this time, record that number on the Ticket Return Form.

Line (f) If you are returning unsold loose tickets at this time, record that number on the form. Divide the number of re-written tickets by 10. This will give you the number of books to one decimal place.

Line (g) If you are returning VOID tickets at this time, record that number on the form. Divide the number of re-written tickets by 10. This will give you the number of books to one decimal place.

NOTE: The number of VOID tickets should equal the number of re-written tickets in (c).

Line (h) Add the calculated number of unsold and VOID books of tickets from (e), (f) & (g) and enter that result

Reconcile the tickets still on hand

Line (1) Record the number of books you originally received.

Line (2) Record the number of books sold/re-written from (d) of the Return Record portion of the form.

Line (3) Record the number of unsold/VOID books from (h). of the Return Record portion of the form.

Line (4) Add (2) and (3) together

Line (5) subtract (4) from (1). This is how many books you should still have on hand.

4. Return the Tickets

- Package the sold, unsold "re-written" and "VOID" tickets securely. Note: Attach the re-written tickets to the matching VOIDed tickets so that they can be easily identified.
- Return them PRE-PAID to the State Charity Appeal Chairman by Greyhound, Courier or Priority Post
- Enclose the cheque with the tickets. Tickets that are not paid for cannot be accepted for the draw..

Note: any form of shipping other than Greyhound must have the ability to be tracked in case of loss.

Final Draw Returns

1. Collect ALL sold and unsold Tickets from all sources.

2. Update your ticket Log and reconcile your count.

3. Complete the Ticket Return Form as outlined in the Early Bird Draw Returns instructions above.

Note: **Lost books are the responsibility of the council and must be paid for.** Include the number of lost tickets in the number of sold tickets on the Ticket Return form.

Note: **Lost tickets must be paid for when the tickets are returned for the final draw.** If found later and returned to the Charity Appeal Chairman no later than February 28th, the amount paid, less the commission already paid, will be refunded to the council. Unsold tickets returned after February 28th will not be refunded because the books for the year will have been closed.

Note: All sold tickets should be returned as soon after the cut-off dates for the Early bird and final draws as possible. **PLEASE DO NOT** wait until the last minute.

Note: Greyhound is the preferred method of return because it is reasonably priced, is available in every community and has Saturday and Sunday pick-up. If, however, Greyhound is not suitable for your council, the following may be used up to the Wednesday before the draw. Using these agencies after Wednesday is not suitable because they do not deliver on Saturdays or Sundays.

-Priority Post

-Courier such as UPS, Emery, Purulator etc

-**UNDER NO CIRCUMSTANCES** may regular mail be used. Regular mail does not provide tracking and in case of loss, the council is held responsible for paying for lost tickets.