

# *Memorandum*

**DATE:** April 20, 2005

**TO:** Saint Clare of Assisi Council 12963 Officers

**FROM:** John Rulison, 2005 KOVAR Coordinator

**SUBJECT:** 2005 KOVAR Campaign After Action Report

Based on this year's KOVAR campaign I offer the following observations / recommendations:

1. Try to have the KOVAR Coordinator in place by November / December.
2. Have the KOVAR Chairman meet with the Council officers to discuss the campaign process and their involvement. Ask officers to commit to the process and fulfilling their assigned responsibilities. Call Giant in January to reserve the front of the store for KOVAR in April. Confirm our reservation with Giant in late February and again in late March.
3. I think we should try to establish a goal of having a certain percentage of our Council membership participate in each KOVAR campaign. We had a 40% participation rate of our active / eligible (defined as not planning to transfer out of the Council and have paid their annual dues by March 31<sup>st</sup>) Knights this year. We have 58 Knights that fall into this category and 23 of them volunteered in this year's campaign.
4. Purchase only four (4) boxes of tootsie rolls.
5. Make sure we get a "thank you to the parishioners for their KOVAR contributions" in the Church weekly bulletin the weekend after our KOVAR weekend. Remember to request that at least a week in advance.
6. Reduce the shift coverage on Thursday and Friday to two (2) two hour shifts; 4:00 pm to 6:00 pm and 6:00 pm to 8:00 pm. With limited staffing resources these are the best shifts to

solicit funds and receive a reasonable return for the effort involved.

7. Try to man each shift with two (2) volunteers. The funds collected are significantly higher when there are two persons versus one person handling the shift on a solo basis.
8. Provide the volunteers with water and sodas on ice as well as items to eat / munch on each shift.
9. Make sure we get into the Lector's notes on KOVAR weekend that the Knights will be collecting outside the Church after each Mass.
10. After the collection phase is over use the change counting machines in designated Chevy Chase banks to count all the loose change.
11. We need to order some new KOVAR vests. There are only three (3) in the new, plastic KOVAR storage container I put in the Knights' closet. We probably need 6 to 8 vests.

***FINAL 2005 KOVAR FINANCIAL RESULTS:***

***Donations from:***

Solicited Council Members	\$2,000.00
Solicited from Advertisers in Weekly Bulletin	\$ 150.00
Solicited Parishioners	\$ 215.00
 Donations Collected April 14 <sup>th</sup> to 17 <sup>th</sup> :	 \$1,447.04
 Donations from Council Members With Annual Dues Payments	 \$ 200.30
 <b><i>Total Donations:</i></b>	 <b><u>\$4,012.34</u></b>
 Cost of Tootsie Rolls:	 (\$ 138.00)
 Cost of Two (2) Plaques:	 (\$ 80.00)
 <b><i>Total Amount to be Sent to KOVAR:</i></b>	 <b>\$3,794.34</b>