

**Ohio Knights Supporting Citizens with Developmental Disabilities  
Our Flagship Charity!**



**Knights of  
Columbus®**  
**Ohio**  
**State Council**

# Measure Up Campaign



***April 25-27, 2024 and May 2-4, 2024***

**Jeff Kiliany**  
State Deputy

**Tony Offenberger**  
State Warden, 2024 Measure Up Chairman

**“The King will answer and say to them, ‘Truly I say to you, to the extent that you did it to one of these brothers of Mine, even the least of them, you did it to Me.’ – Matthew 25:40**

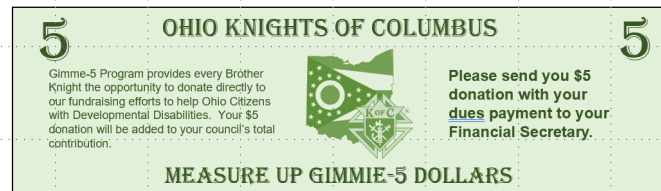
The “FLAGSHIP” charity of the Knights of Columbus has long been **Support for Citizens with Developmental Disabilities**. In recent years, the Knights of Columbus have been recognized as a major corporate sponsor to the International Special Olympics with many local councils, including many in Ohio, that sponsor local events.

The primary fundraiser assisting those with developmental disabilities is our annual **Measure Up Campaign**. This fundraising effort raises approximately \$370,000 for over 322 statewide and local caring agencies that sponsor a variety of training and support programs. Of the money collected, 80% is returned to the local councils for donating to their local agencies. The remaining 20% is used for statewide programs.

Since it has become more difficult to solicit funds for your council’s local campaign at the “big box” stores, I am suggesting some additional fundraising areas/ideas for our campaign. All local councils are encouraged to participate in as many as possible, even if you run the program all year round.

These include:

**State Deputy Corporate Letter.** Contact State Deputy and give him the store name, corporate or store manager and the address and zip. He will send out a State K of C letter asking for their support and contact will be made with your council so you can follow up after the letter is sent.



**The Gimme Five Campaign.** This activity solicits a \$5.00 (or more) contribution from our members in your annual dues collection. Financial Secretaries send the “Gimme Five” flyers with the 2019 council membership dues notices. The template to print your own Gimme Five flyers is attached to this email. Those who contribute will receive a special “Gimme-Five Club” sticker affixed to their membership card. Financial Secretaries can contact the State Measure Up Chairman for stickers or download from the state website.

**Local Business Campaign.** Local area businesses as well as Knights and Parishioners who have businesses are contacted through a general mailing campaign or a hand-written letter from the GK soliciting a financial contribution. Explain in your letter how these business contributions will assist those with mental disabilities in their community. Be sure to make a special effort to include in your list of contacts all of the local social & service organizations that have games of chance in their club rooms. They are obligated by the State of Ohio to donate a portion of the profits from these games to various charities.

**Council Fundraiser(s).** Your council funds for Measure Up can be raised with a fundraising activity sponsored by the local council. A special council event to “Kick Off” this year’s campaign is always a great way to start this year’s fundraising.

IDEAS include:

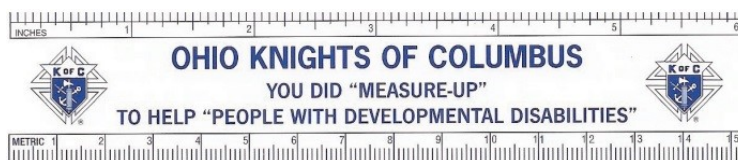
Parish solicitation after a weekend’s Masses AND/OR using the Parish Sunday Collection envelope (see sample to the right-make adjustments as needed i.e. your council & #). Plan now to have a council-sponsored program that will raise council donations.

After years of leading the state in Measure Up Collection, Brunswick Council #4847 had to look elsewhere. The stores that were so good in the early 2000s were closing. Bring in a dinner and show. The council would serve a full Italian meal with special dessert. Afterward, the crowd would be entertained by “The Rat Pack including Elvis.”

**The Traditional Street Collection.** The most familiar and easy way to raise funds for Measure Up has been soliciting from the general public on the street in the community OR after a weekend’s Masses. Contact local merchants or your Pastor for permission and solicit the help of members to put on the aprons or your council shirts/coats and collect funds on the street or after Masses for Measure Up. Rulers will be provided as a token of appreciation for donors.

Needless to say, there are so many ways that our councils can do to help. Which is right for you?

Therefore, Ohio Knights are again asked to support our “FLAGSHIP” charity and our friends with developmental disabilities. The statewide goal is \$400,000 with over 70% of our local councils participating. Please encourage all council members to help the Knights of Columbus across Ohio to “Measure Up.”



When you put on or see Knights in yellow vests that read “**Helping Citizens with Developmental Disabilities**,” you should smile. When these Knights are holding their bright cans and collecting donations around town, they are helping to recognize the dignity of every person.

For every donation, each donor is offered a ruler by the Knight present. Because of these little gifts of appreciation, the “**Campaign for People with Developmental Disabilities**” is frequently referred to as the “**Measure Up Drive**.” It is our “**FLAGSHIP**” charity fundraiser conducted annually throughout the Great State of Ohio.

So the next time you put on that yellow vest and ask for donations outside a store or at a fundraising activity, give out a ruler, and remember it’s more than a “**Measure Up Drive**.” It’s a chance to provide people with developmental disabilities more resources to live a happy life.



It is through our “**Measure Up Campaign**” that we, as Knights of Columbus, can live and show the world how we embrace the gospel message of Jesus Christ and put our Faith Into Action!

God Bless,

**Tony Offenberger**  
State Warden  
2024 Measure Up Chairman

# Measure Up Campaign 2020

## PROGRAM INFORMATION

The Measure Up Campaign is an exclusive Knights of Columbus fundraiser for Ohio citizens with developmental disabilities. Typically, K of C members take to the streets in soliciting donations from the public in highly visible areas like shopping malls, churches, or grocery stores. With some of the recent changes in store policies, we need to be creative and plan new fundraising activities that can replace your big box store collections as noted on the previous pages or on the state website.



### Campaign Dates

**April 25-27, 2024**

**May 2-4, 2024**

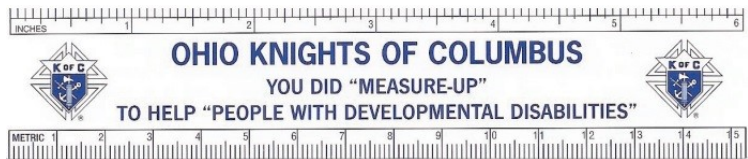
### Program Book

This program booklet should provide the necessary information to conduct a successful Measure Up Campaign with new ideas for those councils struggling with store front collections. For additional information, please contact:

**Tony Offenberger, State Warden**  
**15200 Muskingum River Rd, Lowell, OH 45744**  
**Phone/Text: 740-525-4823**  
**Email: [tonyoffenberger@gmail.com](mailto:tonyoffenberger@gmail.com)**

### Measure Up Rulers

Rulers are to be given out to everyone who donates whether at a store front or any other fundraiser (i.e. after Mass, at a dinner, at a wine and cheese party). The District Deputy will provide rulers to the local councils. Additional rulers may be obtained through the District Deputy or through State Chairman Tony Offenberger.



### Can Labels

Also provided are labels that can be used to cover any type of canister. Please contact your DD or the State Warden for labels. These can be placed in business establishments, near checkout registers, in the back of your church, or any high traffic area, and can be used for the street collection phase of the campaign. Keep track of where these canisters are placed and check and empty them regularly.

### Measure Up Grant Form

This form is used for designating council grant(s) and is available on the state website. This form **MUST** be submitted with the council check. The check should be made payable to the **[Ohio State Council Knights of Columbus](#)**. A full 80% of what is collected and submitted will be returned to the agencies that the council members select. Please remember that these agencies must be IRS 501 C-3 designated that care for citizens with developmental disabilities.

The remaining 20% will be used to fund charities selected by the state officers and to administer the program statewide. Checks need to be submitted before **AUGUST 1**, to be eligible for grant disbursements. Checks submitted after September 1 will be processed after those submitted by the original deadline.

### **Insurance Certificates**

An umbrella insurance policy covers the Measure Up Campaign for the specified days of the store front collection program. This policy is generally posted on the Ohio State Council website and/or sent by electronic mail statewide in April. Some communities require a local permit for public solicitations. Please check to see what regulations apply locally for your local council and community. IF YOU HOLD another fundraising event your council should have a liability policy that will cover that activity.

### **Special Population Free Throw Program**

You may hold your own local Special Population Free Throw. T-shirts and plaques may be ordered locally, however we included a t-shirt and plaque order form with this material. All councils are encouraged to participate in this very worthwhile and rewarding sports program.

### **Gimme Five Campaign**

As previously indicated, we recommend the distribution of the “Gimme Five” flyers as a means of soliciting funds from council members. Flyers are sent with the council’s dues notices and a special “Gimme-Five Club” sticker is affixed to the membership card for all members who contribute \$5 or more. These monies help to underwrite our expenses and are to be added to the council’s Measure Up contribution. The flyer and sticker templates are available via the state website.



# 10 STEPS TO MEASURE UP SUCCESS

1. Set a council goal of at least 10 percent greater than last year's collection total.
2. Mail the "\$5 Greenback bills" flyers (a template will be emailed to your FS and is on the state website) to all council members, especially with the membership dues notices. This is an important part of our Measure Up Campaign and allows the Ohio State Council to claim that 100 percent of all street collections will be used for our Citizens with Developmental Disabilities. Members who contribute will get a special sticker added to their membership travel card by their council Financial Secretary.
3. Appoint a council Measure Up Chairman (or co-chairs), who will be responsible for the specific details for the council's campaign. Then organize a committee of 'key' council people and local organizations that help Citizens with Developmental Disabilities.
4. Plan an additional Measure Up fundraising activity, such as collection after Masses, and set a date. Organize a committee and advertise to promote this event.
5. Organize a local business "direct mail" campaign or hand-written letter from your GK, asking for a contribution to the Measure Up campaign. Make sure the local businesses are aware of how the council will use the donated funds in the community. Emphasize that Measure Up is our "flagship" charity!
6. Solicit council members for the needed **MANPOWER** and success of a street collection campaign.
7. Make sure to contact local businesses and merchants for permission to solicit funds. Use the posters and material provided by the Ohio State Council to increase awareness and purpose of the Measure Up Program.
8. If required, secure a solicitation permit if needed for a street collection in the community.
9. Schedule the Measure Up collection. Let the community know the purpose and goal of Measure Up and our dedication to this "flagship" charity of the Ohio Knights of Columbus. Place articles in local newspapers, community news and "Letters to the Editor" columns. Have permits, aprons, canisters and rulers available for the volunteers for the specified collection times. Demonstrate our Order's principle of charity for our special friends with Developmental Disabilities.
10. Complete the Measure-Up Report/Grant Form and submit along with a council check payable to the **Ohio State Council Knights of Columbus**. Mail the form and check to



**Tony Offenberger, State Warden; 15200 Muskingum River Rd, Lowell, OH 45744.**



# MEASURE UP COUNCIL AWARDS

For Ohio councils supporting the Measure Up Campaign, the following achievement awards will be presented in these categories:

1. Highest total dollars collected by a council (one council winner)
2. Highest total dollars collected per member by a council (one winner)
3. Highest total dollars collected by a council in each state program division \* (five winners)
4. Highest total dollars collected per member by a council in each division \* (five winners)

***Council breakdown by division is based on membership numbers***



## SCHEDULE OF EVENTS

**OCTOBER:** Grand Knight will inventory rulers & stickers; places order with District Deputy.

**NOVEMBER:** District Deputy places orders for council ruler and sticker supply. The State Warden emails the "\$5 Greenback bill" template to all Council FS's. They can print, cut, and send these out with the membership dues statements. Also available on the KofCOhio.org website.

**DECEMBER:** The Financial Secretary mails "\$5 Greenback bills" to each member with council's dues notice. Council promotes getting donations from every member including Honorary and Honorary Life.

**JANUARY:** The District Deputy receives stickers and rulers at the Mid-Year Meeting and distributes to them to his councils. The Grand Knight designates a Chairman for the council campaign. The council identifies proper 501C-3 organizations to receive council rebate money. Councils may also plan Special Population Free-Throw Contest. Financial Secretaries mail Membership dues cards with "Gimme Five Club" stickers.

**FEBRUARY:** The local council chair coordinates collection sites and his committee selects intended recipient(s) for Council Measure Up donations. The committee members should begin developing ideas for additional fundraising projects for Measure Up, even if they are held between June and November 2019, such as collecting after Masses or using the Parish Weekend Collection Envelope.

**MARCH:** The council chairman (and others) should recruit volunteers to man previously selected collection sites.

**APRIL/MAY:** Primary collection dates. Many councils may do other fundraisers or projects to supplement collections throughout the summer and fall.

**JULY/AUGUST:** Complete the Grant Request Form indicating where the council rebate will go. "Gimmie Five" collections are added to the public collections and fundraisers and one check, made out to: **Ohio State Council Knights of Columbus**. Mail the form and check to: **Tony Offenberger, State Warden; 15200 Muskingum Roer Rd, Lowell, OH 45744.**

**SEPTEMBER-OCTOBER:** Rebate checks are issued to councils submitting contributions.

**DECEMBER:** Councils present checks to designated recipients.

**JANUARY:** Awards presented at Midyear District Deputy Meeting in January for past campaign.

***As Knights of Columbus,  
our most important job is?***



***Helping people that Need our HELP!***

***Measure Up Campaign***

