

# The Relief Support Mission Guide to Kick-Starting Your Campaign.

In **3** easy steps you can have your own RSM Fundraising Campaign.

1. **Book a Campaign:** Go to the [Campaigns page](#) of our website, and complete the *Campaign Request* form; or our [Contact page](#) to speak to us directly. An RSM representative will contact you to schedule a meeting to review and sign the Campaign Agreement, so you can begin receiving proceeds from donations. We will coordinate with you as needed for ways to promote your campaign and maximize item donations from product drives, and monetary and item donations sent directly to us.

**Kick-Start Tip:** Let us help you to design and sell Campaign Apparel (T-Shirts, Hoodies, etc.) without buying any product upfront, or worrying about handling inventory or shipping. Campaign Apparel is perfect for Raising Funds, Raising Spirits, and Raising Awareness for your Campaign. Supporters can purchase Your Apparel on our website to Donate Funds, and wear to Boost Awareness about your Fundraising Campaign.

2. **Schedule a Product Drive:** Choose the week you want to run your drive – you can book a drive as early as 2 weeks in advance. We suggest your drive’s “Donation Week” be at least 7 days, but not longer than 10 days, to have a manageable time frame for both you and the donors. The most successful campaigns do 4 drives in a year. You can schedule 1 to 4 drives at once to get them on the calendar so donors and shoppers will know when to expect them.

- About 7 days before your drive, we’ll send you flyers to help you spread the word and increase drive participation, including stickers to help people mark their donations. Hand out the materials at your earliest opportunity.
- For the Donation Week of your drive, people bring bags/ boxes of gently used items, and accessories to your location. Share your campaign with friends, family, and co-workers so they can go to our website to donate, shop, or request a postage-paid donation bag/ box to support your campaign.

**Kick-Start Tip:** Scheduling drives with other events can boost participation. Think about when community members will be more likely to show (Special Events, Regular Gatherings, Reunions, School Open house Nights, Holiday Pageants, Field Trips, Celebrations, Meetings, Luncheons, etc.), and then Spread the Word.

- On the final day of your drive, contact RSM to coordinate your item shipping, and pick-up. All you need to do is box up the items for shipping; and schedule a pick-up time for larger items that cannot be shipped.

**Pro tip:** Boxes can be any size, and there is no need to purchase new boxes because used ones are easy to find (custodial staff, boxes from shipments received, donated boxes from companies, moving boxes, etc.).

- When we receive your donated items, we’ll work smartly to sort, inspect, photograph and list them on our website. You can follow your fundraising progress on the Campaign page of our website, or contact an RSM representative.

3. **Every quarter—receive the rewards of your Campaign:** We’ll send you checks each quarter for your Campaign’s share of the proceeds, so it doesn’t take long to see a return.

Visit our [Campaigns page](#) to Get Started NOW!