

PENNY WARS!

Penny Wars consistently raise a LOT of money in a short amount of time because of the competition. Here are guidelines to help your Penny War be both successful and fun.

1. Learn the Rules of the Penny War

The GOAL of the Penny War is to collect as many PENNIES as possible in your jar and put as many NON-PENNIES in everyone else's jar. Ensure that each team has its own labeled container or jar. Money is worth "points" based on its monetary value.

Pennies = 1 point

Nickels = 5 points

Dimes = 10 points

Quarters = 25 points

1 Dollar = 100 points

5 Dollars = 500 points

10 Dollars = 1,000 points

20 Dollars = 2,000 points

Pennies give your team positive points while nickels, dimes, quarters, and any dollar bills take points away from the team's total. Therefore, **you want to put PENNIES in YOUR TEAM'S jar (positive points) & nickels, dimes, quarters, and dollar bills (negative points) in the jars of OTHER TEAMS. Whichever team has THE MOST POINTS at the end of the Penny Drive, wins!!**

2. Choose the Teams that will Compete

At a university, different floors in a dorm can compete against each other. Smaller colleges can have dorms face off against one another. At high schools and middle schools, the grade levels can compete. In an office, you can have different floors, departments or individuals compete.

3. Obtain a Prize for the Winning Team!

It is a good idea to have a prize for the team that has the most points at the end of the Penny War. You can ask local and chain businesses to donate a prize for free. A popular prize is a free meal, such as a pizza or dessert party.

4. Advertise and Promote the Penny War

Advertise for a few weeks before the Penny War, asking people to bring their spare change to donate to the Voices Rising campaign. Everyone has spare change lying around their house or car.

Announce the Penny War in classes, on school announcements, at college dorm meetings, in mass emails or at work meetings. Ensure that everyone understands the mission of ChildVoice International and that prizes are involved!

Set up a table in a central location such as a cafeteria, main floor or a break room. Make sure it is an area that is accessible to the majority of people who will be participating. Keep a day-to-day posted total for each team so people know who is winning.