



## HONOR OUR HEROES BEST PRACTICES

**Congratulations** on registering for the **2026 Honor Our Heroes FREE** fundraising event! We're here to help you raise more donations than ever - check out these best practices by top-performing organizations.

### TOP 6 WINNING STRATEGIES TO BOOST YOUR FUNDRAISING SUCCESS!



#### **RALLY YOUR TEAM**

Kick things off with a group meeting to discuss goals.



#### **EXPLAIN THE EVENT**

Use posters and visit [boscovs.com/category/honor-our-heroes](https://www.boscovs.com/category/honor-our-heroes)



#### **DISTRIBUTE PASSES**

Set goals and offer a fun reward for top sellers.



#### **SELL SHOPPING PASSES IN OUR STORE**

Schedule table time with your local Boscov's. **Start early!**



#### **PROMOTE ONLINE**

Post on Facebook, Instagram, or email your supporters.



#### **ONE USEFUL TACTIC: SAY DONATE, NOT BUY**

*Example:*

"Please donate \$5 to support our non-profit. You'll get a 15% Off Boscov's Shopping Pass!"  
Shop on Saturday, May 23 to Monday, May 25, 2026 for your extra savings!



#### **EASY WAY TO RAISE \$2,000**

**20 VOLUNTEERS X 20 PASSES = \$2,000**