

Danny Glover Appears in Safe Fundraising PSAs



When you and your child volunteer to help, focus your efforts on family and friends. Whether fundraising is done inside or outside the home, make sure a responsible adult is present. Fundraising is a time-honored tradition, and an important resource for America's schools. Please support these efforts and help keep them safe for our kids."

That's the key message in a series of newly released television and radio public service announcements (PSAs) featuring motion picture star Danny Glover. The 60, 30 and 15 second spots, sponsored by The Association of Fund Raisers and Direct Sellers, have already begun to air on radio and television stations across the country.

A popular leading man, director and producer, Glover is best-known for his roles in films such as *Places in the Heart*, *The Color Purple*, and the popular *Lethal Weapon* series. Off-screen, he is a goodwill ambassador for the United Nations and a powerful advocate for literacy, speaking to students around the nation on the joys of reading and education.



"We're delighted that Mr. Glover has joined our campaign to reinforce the safety of product fundraising drives," said AFRDS President Bob Burleson, Houston, TX. "Kids who volunteer to fundraise need our guidance and close supervision. The fundraising industry is committed to helping make sure that message reaches parents."

Students of Manhattan's Dwight School take time out for a photo opportunity with "fellow actor" Danny Glover. Glover worked with the children during taping of a recently released public service announcement on child safety in fundraising.

See the Danny Glover and Safe Fundraising Public Service Announcement on the Association of Fund Raisers and Direct Sellers web site: www.afrds.org. Also find past issues of *The Fundraising Edge* with articles on safe fundraising, choosing appropriate incentives, how to fight fundraising fatigue and more.



Ask A Pro: About Delivery

No one likes surprises at delivery time. We asked professionals in the business of fundraising to identify the most critical questions an organization should ask their fundraising company upfront to avoid surprises and be best prepared for delivery day.

"Get an approximate time for delivery and find out if the products are coming by company trucks or common carrier. Sometimes common carriers are less flexible about inside deliveries and unable to pre-arrange exact delivery times. Either way, you need to have an idea of what to expect so you'll have enough volunteers on hand and avoid the logistical nightmare of unloading product as school buses arrive."

Susan Canal, Indianapolis, IN

"Make sure you know who is paying for the freight on all deliveries, including items that have to be returned. In fact, it's a good idea to know the return policy and procedure for packaging discrepancies when you reach an agreement with a company upfront."

Michael Freeman, Indianapolis, IN