



## 2009-2010 Gold Heart Pin Campaign Theater Manager Guide



*Variety changes the lives of children with special needs worldwide.  
Please join us in making a difference for the children in your  
community.*



Variety welcomes all participating exhibitors, theater managers and their staffs to our 20<sup>th</sup> Gold Heart Pin Campaign! You are part of an incredible legacy that began in a theater just like yours and continues to work and grow with your heartfelt support.

The Gold Heart Campaign is Variety - The Children's Charity's signature fundraising endeavor worldwide. Variety works with one major motion picture studio every year to design a pin based on a film or character and corresponding marketing materials, including point-of-purchase boxes, one-sheets, window clings, counter cards and on-screen trailers.

Studio partners include Sony, Twentieth Century Fox, Paramount, DreamWorks, Universal, MGM, Warner Bros., and this year's partner, Walt Disney Motion Picture Studios, who has graciously worked with us to create the Kermit Gold Heart pin and marketing materials.



Mickey



Shrek



E.T.



Spider-Man



Zathura



Eragon



Madagascar

In the United States, more than 2,000 theaters sell the pins for \$2.00 each and display the promotional materials from October-March. This partnership between Variety and the motion picture industry has already raised millions of dollars worldwide, and we are still going strong.

Your cooperation in this fundraising program is crucial to its success. On behalf of our Board of Directors, staff, volunteers, members and most importantly, the children, we thank you.

In this guide, we have included some ideas to help you get started, but we encourage you to be creative and think of new ways to promote Gold Heart pin sales and raise more money for our special children. You make us proud when you wear our heart on your sleeve.

## **Who is Variety?**

Variety – The Children’s Charity started in 1927 and continues to be an enthusiastic group of business leaders who donate their time, resources and energy to positively impact the lives of children in their own communities and around the world.

Through our programs, we work directly with children who are disabled and disadvantaged to help them get the most out of life. Our network of 43 chapters in 13 countries reaches into communities across the globe to offer financial assistance and services to children and organizations that serve children with special needs.

Variety guarantees its own growth and future through Young Variety, a group of young professionals making a difference by hosting their own events, fundraisers and social events to benefit Variety.

For more information about us, please visit [www.usvariety.org](http://www.usvariety.org).

## **How does Variety use the money you raise?**

Through more than 80 years of service, Variety has learned that kids with special needs long to be active members of their communities. Variety’s mission is to help them achieve what most people take for granted: access. For children with disabilities, this means having the freedom to go where they want on their own, or if they need assistance, move with as much independence as possible. Through its national mobility program, Variety Kids on the Go!, Variety helps children with physical challenges obtain confidence, freedom and independence by supplying funding for durable medical equipment to those with the greatest financial need. This includes wheelchairs, specially-designed adaptive bikes, walkers, strollers and other devices.

Variety at Work is another program that allows Variety’s children to experience the fullness of life by taking them out into their communities for special excursions to the zoo, museum, skating rink, library, concerts, amusement parks, the circus, and fun-filled events like fishing, film festivals, special movie screenings and annual holiday party. Variety at Work provides an opportunity for individual volunteers and corporations to experience the life-changing impact and personal reward of helping children close to home.

Variety also supports children’s hospitals, funds local camps and boys & girls clubs, and encourages literacy through reading programs.

## Getting Started

- Make sure that you have received all of the following. Please contact your home office if you have not received all materials.

- Pins
- One-Sheets
- Point-of-Purchase Boxes
- Counter Cards
- Window Clings

- Visit the official Gold Hearts Web site, [www.varietygoldhearts.org](http://www.varietygoldhearts.org), and continue to visit it during the course of the fundraiser. It will be updated periodically with campaign goals, new ideas and other resources for theatre managers.
- Call a staff meeting to review the program with your employees.
- Discuss the different ways for your staff to sell Gold Heart Pins.
- Appoint staff teams to compete for added incentive prizes.
- Review various sales pitch options with your staff.
- Agree upon a reachable goal of pins to sell each day/or incentive prize winning total.
- Host your own Gold Heart kick-off party the week before pins go on sale to get your staff pumped up about selling Gold Hearts. United efforts can lead your theater into record-winning national standings. Reward staff members (with free pizza certificates, etc.) for sharing smart tips on how to increase pin sales.
- Make sure all your materials are displayed in the box office and lobby.
- Review daily sales with staff by either meeting briefly or posting a daily sales chart and award weekly/daily incentive prizes.
- Please feel free to contact your primary Gold Hearts contact at Variety with any questions or suggestions:

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## **Ideas to Help You Sell More Pins**

- The most important thing is to get the entire team involved!
- Have an enthusiastic staff member do a pitch to the audience detailing the scope of the program and the children it supports in your area. Then have staff walk the aisles with the pins for sale. This is by far the most effective way to sell pins.
- Create a special offer by packaging a free popcorn, soda or concession coupon with each pin purchased – redeemable at a future visit.
- Utilize all promotional material and have the pins available at the box office, concession stand and ticket taker stand.
- Figure out where your theater is the most successful at selling the pins and take advantage of that location.
- Display a chart in your staff room highlighting campaign sales and goals.
- Have weekend sales contests. Reward the top seller with a dinner sponsored by a local restaurant.
- Have every staff member purchase a pin or purchase one for him or her to wear for the duration of the sales drive.
- Create pins or hangtags that say “Ask Me about My Heart of Gold” for employees to wear with their pins.
- For a big sales push, tie in your Valentine’s Day film promotion with Gold Heart pin sales. Valentine’s Day is a natural tie-in for the sale of Gold Hearts.
- Work with a local merchant to provide a Valentine’s Day card that will accompany the purchase of the pin.
- Work with local merchants (ice cream shops, restaurants, etc.) to develop value-added incentives to reward moviegoers who come in wearing their Gold Heart.
- Change the recorded phone message at your theater to include a mention of the Gold Heart Campaign.
- Promote the Gold Heart Campaign on your Web site and include links to [www.usvariety.org](http://www.usvariety.org) and [www.varietygoldhearts.org](http://www.varietygoldhearts.org).
- Disney has generously offered to hold screenings of “Muppet Treasure Island.” For more information, please contact Michael Huffman, Director of Development and Communication at Variety International: 323.934.4622 or [mhuffman@varietychildrenscharity.org](mailto:mhuffman@varietychildrenscharity.org).

## Special Thanks To



WALT DISNEY Studios  
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## Gold Heart Studio Sponsors

