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CAMPAIGN QUICK TIPS

Campaign Kick-Off – The campaign kick-off sets the tone for your entire campaign. The more excitement and involvement you create the more likely they will be to contribute! Here are some quick tips to help make your campaign kick-off a success:

- Begin the campaign with a fun kick-off party! This could be a special informational meeting, or it could be incorporated into one of your regular staff meetings.
- Ask your CEO and other important company leaders to attend the kick-off party.
- Keep the communication interesting, informative and motivating!
- Call us to schedule a speaker. A Community Shares representative and/or a representative of one of its member agencies will attend your event and give a brief 5-10 minute presentation. Hearing from one of our agencies is a great way to learn first-hand how Community Shares supports its agencies and how workplace donations make a difference in the work they do. It's also very effective to have one of your own employees speak about an agency they support.
- Personally hand out pledge forms (or send online links) to your coworkers. This increases the likelihood that they will participate in the campaign.

During the Campaign, the most important thing to remember is availability. You can ensure success by making information and yourself (and committee, too) available to answer questions about Community Shares, its member organizations and the pledge process. Below are some quick tips to help ensure your campaign reaches a successful conclusion!

- Announce the campaign in your company newsletter.
- Send an email message promoting the campaign.
- A personal note from your CEO is a great way to motivate employees and demonstrate leadership support for the campaign.
- Inform donors of the positive impact of their generosity.
- Manage and distribute information and pledge forms throughout the campaign. Keep the communication interesting, informative and motivating.
- Schedule weekly drawings of donors. Begin now to collect small prizes from area businesses, from co-workers or from management. The earlier the pledge form is returned, the more chances to win prizes!

- Encourage employees to learn about our member organizations by visiting our website and following the link to our members' websites.
- Enhance your campaign by going on an agency tour or volunteering as a group for one of our member organizations. Contact Community Shares to schedule this opportunity!

Asking for money is never easy. The key to approaching any of your coworkers about making a pledge is to be prepared. If you don't know the answer to a question, acknowledge it and get back to them with an answer. It is common to be nervous and feel uncomfortable doing it, but we've made a list of tips to help ease your worries.

- **Be ready:** Become familiar with the information provided to you. Know the needs of your community and which charities meet which needs, so you can help employees match their interests to charities.
- **Be confident:** Be proud to offer the opportunity to participate in the campaign. Be prepared to explain why you are choosing to support the campaign.
- **Explain:** Give details about your campaign and information about how to help charities do great work in the community. If you have any employee testimonials, this would a great opportunity to share them.
- **Listen:** Be willing to take and answer questions. Learn how to distinguish objections from excuses. Excuses can be turned into positives. If you don't know an answer, feel free to contact a staff member of Community Shares.
- **Solicit:** Ask for a commitment. Promote payroll deduction as the easy and painless way to give. Remind them that payroll deductions provide steady, continual funding to the charities in the campaign.
- **Say "thank you":** Regardless of whether or not they made a donation, always say thank you.
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Promotion & Incentives can take your campaign to the next level. A successful campaign is one that everyone knows about and wants to be involved in. Your coworkers may be interested in pledging because it gives them a good feeling, but giving them an incentive to participate might turn them from a maybe to a yes! Below are just a few tips on some incentives you can offer at your workplace. Remember to get appropriate permission from your company.

- **Survey your employees** to find out what issues are most important and promote targeted messages surrounding those issues (i.e., email factoids, newsletters, voicemail, payroll messages, etc.).
- **Hold a raffle:** items could include baked goods, candy, vacation days, a prime parking spot, a jeans day/week, service by senior management (lunch, car wash, etc.) and/or donated prizes.
- **Ice Cream Social:** Set up an ice cream bar with a variety of toppings, charge by the scoop.

- Baby Picture Contest: Have employees provide baby pictures of themselves. Collect the photos and have them try to guess who each photo belongs to for a prize.
- Casual Dress Coupons: Sell coupons for dress-down days. Be sure to date the coupons when they are used so that they can't be used more than once.
- Jelly Bean Jar: Fill a large jar with jelly beans, M&Ms, Skittles, etc. Charge 25 cents for participants to guess the number of beans in the jar. The person who is closest to the real number wins the jar.
- Bake Sale: Get a few people to bake cookies, brownies, cakes, breads etc. Sell the goods!
- Cola Drive: See who raise the most money by collecting soda cans.

After the Campaign – Congratulations! You've successfully completed a workplace giving campaign for Community Shares! One critical task remains: Saying "Thank you!"

- Send thank you notes to any campaign committee volunteers and to those who helped to promote the campaign including the important leaders in your company.
- Hang up thank-you posters and send thank-you emails.
- Call Community Shares and arrange for a staff member to pick up your campaign collections and materials.
- Thank donors for their generosity.