10-minute campaign plan

This is your chance to bring everyone together for a short ten-minute presentation about your organization's workplace charitable campaign.

Think about inviting the "boss" to show support and a representative from Community Shares and/or one of its member organizations. This allows everyone to hear firsthand how their donations are making an impact.

This also provides a good opportunity to distribute pledge cards and have them turned in by the end of the meeting. We encourage you to do this during or at the end of a regular staff meeting to help save staff time; it's the easiest way to inform employees about your workplace fundraising campaign.

Steps for Success include:

- Announce the presentation and/or add it to the agenda.
- Distribute pledge cards.
- Have the "boss" introduce the campaign portion of the meeting.
- Allow a couple of minutes for guest speaker presentations.
- Don't forget to "ask" your colleagues to consider a donation or pledge. Explain their options: payroll deduct, cash, check, credit/debit.
- Collect completed pledge forms at the end of the presentation/meeting so follow-up time will be shortened.
- Remember to say THANK YOU!

Follow up – either personally or via email -- within a few days, but no more than a week, about unreturned pledge cards.