

# Winning Campaign Ways: a guide

If you need assistance: Kiersten Hill, Executive Director or Donna Stadig, Marketing at 402.489.4332.

Why CSF? We support donor choice: choice in giving, and choice in recipient designation, for a better quality of life in Nebraska. Your dollar. Your difference.

As a Campaign Coordinator please:

- Gather information and campaign materials from CSF. We can also provide speakers for meetings.
- Call on your work teammates for help.
- You and your team plan a kick off and company-wide campaign event.
- Collect and submit contributions and pledge forms to CSF.
- Thank your helpers and givers.

## Get Ready...Set...Go... Win!

1. Get Ready...
  - a. Call CSF for Campaign Training in 30 minutes or less!
  - b. Go to the top! Involve your CEO/Chief/senior management team and any other influential employees.
    - i. CEOs can send a personal letter to every employee asking for their support in the campaign.
    - ii. CEOs can be on your campaign team; they're critical for money, time and other resource needs.
    - iii. CEOs can thank donors at the end of a campaign with letters or an event.

(Sample letters and emails at [communityservicesfund.org](http://communityservicesfund.org))

- c. Create a campaign team that crosses all organizational and management levels of your organization. This group can help plan, set goals, facilitate meetings and ask for contributions.
2. Set...
  - a. Know what you're racing for!
    - i. Set meaningful, measurable goals.
    - ii. Focus on increased participation. When the participation is good, the contributions will follow. Also consider goals of increased total giving or increased average contribution.
  - b. Bring on the bull horn!

- i. Get the word out in 20 minutes or less, really.
  1. 2-3 min: CEO or other mucky muck welcomes all and supports campaign
  2. 4-6 min: Overview of campaign and goals
  3. 7-10 min: agency speaker (Capital Humane Society is great at this)
  4. 1-5 min: Pass out forms and brochures, answer questions, and thank attendees.
- ii. Advertise the campaign start and purpose.
- iii. Use speakers!!! Can't encourage this enough; CSF will find them for you!

### 3. GO...ASK FOR THE MONEY

- a. Ask the organization for corporate contribution or matching funds for CSF pledges
- b. Give every employee a pledge form and brochure; answer questions
- c. Remind employees they can designate their gifts—in fact, we encourage it!
- d. Use prizes and other incentives to encourage participation and pledging
- e. THANK the givers

### 4. WIN

- a. Collect pledge forms during the entire campaign and check to see they are filled out completely.
- b. Check with off-site employees or those on leave.
- c. Say a big company-wide thank you at the end of the campaign: use an event, a letter from the CEO, anything which speaks to your co-workers.
- d. Know that the work you do means great things for the agencies in our communities!