



Eight Steps to a Successful Campaign

Enthusiasm, creativity and planning are the main ingredients for running an exciting and educational Combined Federal Campaign. Your efforts will help people who need it most. The following eight steps should be helpful in coordinating a fun and successful campaign year.

1. Confirm Agency Head Support

Obtain your agency head's commitment and support. For best results you'll want this individual to:

- Review past performance and endorse the campaign goal.
- Attend employee rallies to personally endorse the campaign.
- Provide time and resources for planning meetings, training, agency tours and employee rallies.
- Send a letter to management explaining your role as Campaign Coordinator.
- Encourage contributions at the leadership level.

2. Develop a Plan

- Review past campaign results to determine strengths, weaknesses, opportunities and threats (S.W.O.T.).
- Meet with your Loaned Executive to be updated on present campaign procedures.
- Develop a campaign strategy and timetable.

3. Recruit Your Campaign Team

- Select key individuals from various departments to assist you. It is important to make sure you have representation from both labor and management departments. Look for individuals who relate well to fellow employees and have historically supported the campaign. These individuals need to enthusiastically participate.
- Recruit a co-coordinator: This person will then be ready to provide leadership next year.
- Take your team on a tour of a campaign-sponsored charity or invite a charity representative to speak.

4. Set Campaign Goal

- Establish a goal that provides both motivation and a sense of accomplishment.
- Set a goal based on your total employee giving potential. Contact your Loaned Executive to determine your agencies potential.

Tennessee Regional Combined Federal Campaign



- Consider campaign award criteria when setting your goal.

5. Promote and Educate

- Select one out of every 20 employees to ask others for their pledge. They are called keyworkers.
- Coordinate keyworker training with your Loaned Executive.
- Feature information about the campaign in newsletters, on bulletin boards, e-mails, company website, etc.
- Consider holding a special event such as a picnic, ice cream social or book sale as a way to create fun in fund raising!
- Motivate and inform employees by showing a video or inviting an agency representative to speak at your events. It may be helpful for employees to tour agencies receiving campaign funds. All of the above can be arranged through your Loaned Executives.

6. Ask for Pledges

- Personally contact each employee.
- Hold brief, lively and informative employee briefing sessions.
- Collect all pledge cards.
- Distribute donor recognition items.

7. Report Campaign Results

- Periodically report results so that employees can see campaign progress.
- Complete the campaign report on a weekly basis.
- Contact your Loaned Executives to report results and determine your eligibility for a campaign award.
- Analyze campaign results to determine whether objectives were met. Produce a summary report for next year's Coordinator.

8. Say Thanks, Again and Again

- Thank employees, committee members and volunteers for their participation and support.
- Display final campaign results and campaign awards received.