



## *How to Manage a Successful Campaign*

Ultimately, a campaign is only as successful as the employees who participate. Following are some components that will help motivate employees and make your campaign a success.

### Develop Strategies for the Upcoming Campaign

- Choose a campaign theme
- Set a campaign goal
- Decide on campaign activities and events

### How to Set Reachable Goals

- Know how many employees are in your agency
- Look at past giving totals
- Publicize goals so that employees know what they are aiming for

### How to Engage the Donor

- Supply the employees with informative materials that encourage the potential donor to contribute to the campaign
- Identify key employees that believe in the mission of CFC and are willing to work towards a successful campaign
- Guarantee the campaign is accountable and has a reputation for integrity
- Educate the potential donor on CFC and on-line giving options
- Plan fun events and give incentives
- Thank the donor

### Get Management Involved

- Have the Agency Head and/or Senior Management publicly endorse the campaign by letter or other means
- Have Senior Management attend the kick-off and encourage them to pledge to the campaign
- Ask for incentives like time off work or premier parking spots for pledging

### Follow-up During Campaign Season

- Keep track of employees to guarantee 100% contact
- Have follow-up meetings with coordinators, key-workers and agency heads
- Maintain goal posters
- Reminder email blasts