

# Creating a Successful Campaign

## Make an IMPACT

### **I**nvest

- Get some help! Utilize the time, talents and treasures of other members of your team to help with the campaign.
- Invest the time and make a one on one ask. It personalizes the campaign for every contributor.
- Giving to an organization through the FSECC is a worthwhile investment in our community; your contribution is changing lives.

### **M**otivate

- Consider using incentives to help motivate giving. Examples include: casual day, days off with pay, special recognition & awards, movie tickets, dedicated parking spaces. Remember the 3F's – Food, Fun & Free!

### **P**articipate

- Invite speakers in at employee meetings to educate employees about the FSECC and the organizations in the community.
- Hold special events to help raise money and awareness for the campaign. Be Creative! Kiss the Pig, Pie eating contest, Ice Cream Social, Employee Cookbook, Executive Car Wash, VP Valet, Most humorous photo contest, Casual Day Friday, Balloon Pop, Bowl-A-Thon, Chili Cook-off, Basket Auction.
- Encourage your employees to volunteer by helping to organize a group volunteer project.

### **A**sk

- Ask Employees to give through payroll deduction. Not only will this increase your campaign but the employee is able to give more with less stress on their wallet.

### **C**ommunicate

- Market the campaign. Use email and bulletin boards to post Fact Sheets, Success Stories, and special event reminders
- Ask for an agency of interest to speak at your campaign meeting.

### **T**hank

- Thank your employees for their participation in the campaign. Say Thanks with food – “Snacks for the Supporter,” “Coffee & Cake for Contributors.”
- Post your results! Show off how much was raised to support your community!

