

Get a jump on your campaign!

A LITTLE SUMMER PREP PAYS OFF



Get a jump on your campaign!

FIRST THINGS FIRST

- Set your campaign dates (anytime between September 4 and December 31).
- Decide on your participation and fundraising goals. Having goals drives success.
- Think about ways to raise awareness that make sense in your environment, like staff meetings, already scheduled department events, emails and posters.



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- Decide if you're going to use (paper) resource guides and pledge forms, have an all-digital campaign (sending out emails and links), or a combo (what most departments do). Again, plan based on what makes sense for you and your organization.
- Get support from coworkers and department directors. Build a team of volunteers and campaign champions who will be ready to jump in and act when your campaign begins.



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ENERGIZE AND ORGANIZE

- Figure out how you will coordinate and distribute your campaign materials (whether paper materials or digital resources).
- Work with your volunteer team to map out campaign events your department will host (when, where and what—nonprofit fair, nonprofit speaker, chili cook-off, etc.)



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- Line up colleagues who will serve as department ambassadors and talk up the campaign to other employees, explain what nonprofit(s) they give to and why, and encourage others to give.
- Meet with your public information officer to learn what department channels of communication may be used to promote the campaign and how to make the most of them. Develop a schedule of communication.



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GET ENGAGED

- Engage your supervisor, payroll contact, HR director and executive director, regardless of their past level of involvement.
- Work with your leadership to secure incentives and their endorsement, both of which can be promoted in all-employee communications.
- Talk to both veteran and new employees, and employees of various ages and backgrounds, to find out what messages and ways of sharing them will inspire giving.
- Make an honest assessment of what has and hasn't worked in your department in the past, and build on what works!



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GET SOME HELP

Let us know how we can assist you in planning your campaign!

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