



CAMPAIGN COORDINATOR CHECKLIST

- ❖ The statewide “Kick-Off” date is **Wednesday, August 30, 2017**. The Campaign period will run **August 30 through October 31, 2017**.
- ❖ The theme for the 2017 campaign is “*Building a Brighter Future*”



ENLIST SOME HELP...

- ❖ Enlist the support of your department director relating to campaign activities.
- ❖ **Select enthusiastic volunteers to assist you.** For agencies with outlying offices, select site coordinators to help you facilitate Campaign activities, distribute materials and collect pledge cards.

GET STARTED...

- ❖ Campaign materials (Charity reference guides, posters, pledge cards, batch reports/envelopes and incentive items) are shipped to department coordinators the first week of August.
- ❖ **Department coordinators - Prepare materials for site distribution delivery no later than August 28.**

SET YOUR CAMPAIGN GOAL...

- ❖ **Review your department’s giving history** – e-mail the campaign office for a copy (Msecc@oa.mo.gov)
- ❖ **Set a goal** – Establishing a target serves as a motivator to achieve better results. Your campaign goal should be realistic yet challenging! Set a goal for both dollars raised and percent participation.
- ❖ **Talk with last year’s campaign coordinator from your department.** Find out what worked and what didn’t work for them.
- ❖ **For assistance with planning and goal setting** you can also contact the Statewide Campaign Manager’s office at 573-751-6846 or e-mail questions to msecc@oa.mo.gov.

PLAN YOUR KICK-OFF EVENT...

- ❖ Determine your agency's campaign timeframe within the above dates. **Pledge cards should be distributed to your employees no later than October 13.**
- ❖ To maximize interest, **plan to conduct your campaign in a two-week timeframe.** Short campaigns keep the momentum and enthusiasm high and have proven to be the most effective. Employees can still turn in their pledge cards after your campaign "officially" ends.
- ❖ **Promote your campaign** – Use employee newsletters, e-mail and campaign posters to build awareness about the upcoming campaign.
- ❖ **Hold a kickoff event to distribute pledge cards** - invite a participating M\$ECC charity to speak OR invite a fellow employee who may have benefited from a participating charity to share with co-workers how they were helped.
- ❖ **Increase employee awareness by holding a special fundraiser** - Plan and conduct a fun activity (see fundraising ideas) that will encourage participation and motivate employees to give.
- ❖ **Use incentive items** provided by the Campaign office for employees who return their pledge card.

DURING YOUR CAMPAIGN...

- ❖ **Instruct site coordinators on how they should track employee contributions** and if they should return pledge cards to you OR send them directly to the M\$ECC office.
- ❖ **Monitor which outlying offices you have received batches from** and follow up with those that have not responded.
- ❖ **Keep collected pledge cards in a safe and secure location** until they are sent to the M\$ECC office.
- ❖ **Ensure each employee is personally given a pledge card** and has access to campaign Quick charity Reference guide or refer them to the web-site <http://www.msecc.mo.gov> to select their charities.

REMEMBER TO...

- ❖ **Point out the advantages of payroll deduction** – emphasize that no gift is too small - even if it is only .50 per pay period - every dollar makes a difference!
- ❖ **Follow-up with employees to make sure everyone returns a pledge card** whether or not they chose to make a donation. Please remember that participation is voluntary, and no one should be pressured to donate.
- ❖ **Include all employees who return pledge cards** in your drawings for incentive items.

WRAP UP and THANK YOU...

- ❖ **Always accept employees pledge cards, even after your Campaign “officially” ends.**
- ❖ **Extend your personal thanks to the donors and other volunteers who assist you.**
- ❖ **Make sure your employees know the results of the Campaign for the work site, department, and statewide.**

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