**1. Starting the Campaign**

* Define campaign goals and a timeline. Establishing a target serves as a motivator to achieve better results. Your campaign goal should be realistic yet challenging! Set a goal for both the amount raised and the percentage of participation.
* Review your department’s giving history – email the MSECC office for a copy.
* Talk with last year’s campaign coordinator from your department. Find out what worked and what didn’t work for them.
* Assemble a campaign team of volunteers and identify and assign roles for team members.
* Enlist the support of your department director relating to campaign activities.
* Ensure all materials and resources are in place: posters, pledge cards, incentive items.
* Prepare materials for site distribution delivery by August 27.

 **2. Advertising the Campaign**

* Make sure all team members have access to msecc.mo.gov for online giving and tracking.
* Utilize internal communication channels (newsletters, emails).
* Host your department kickoff event to generate excitement. Invite a participating MSECC charity to speak. Be sure to submit money collected at the kickoff event to MSECC. Please don’t give funds directly to the charity. It needs to be deposited by MSECC.
* Invite a team member who has benefited from a participating charity to share with coworkers how they were helped.
* Point out the advantages of payroll deduction.
* Emphasize that no gift is too small. $0.50 per pay period, $ 1.00 per pay period makes a difference!
* Use incentive items provided by the campaign office for employees who return their pledge card or use the new online donation platform.
* 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.

**3. Holding Fundraising Events**

* Plan fundraising events; refer to the fundraising sheet on the msecc.mo.gov Coordinators Page.
* Recruit volunteers for event support.
* Collect donations and track contributions at events. Be sure to submit money collected at the kickoff event to MSECC. Please don’t give funds directly to the charity.

**4. Collecting Pledges**

* Make sure all team members understand how to complete online or pledge cards and how to view the Quick Charity Reference Guide and Campaign Tracker on the campaign website.
* Stay in touch with site coordinators and assist as needed.
* Develop a tracking system to monitor progress and submit batches to MSECC as needed.
* Follow up with employees, regardless of whether they choose to donate. 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. Even those marked “I do not wish to give.”
* Collect physical paper pledges and keep them in a secure location until you submit them to the MSECC Office. Collect all pledges by October 31.

**5. Wrapping Up the Campaign**

* Collect all pledges by October 31.
* Always accept pledge cards, even after your campaign “officially” ends.
* Extend thanks to the donors and other volunteers who assist you.
* Ensure team members are aware of the campaign's results for the work site, department, and statewide.