



Steps to a Successful Campaign

Campaigns should reflect your workplace. If you have a meeting/getting together culture, take advantage of it. If you are decentralized and don't get together, use email or other internal communication systems to manage your campaign. You can always try something new, but don't try to put a square peg in a round hole.

1. Understand your role

You're the campaign coordinator and your colleagues will have questions for you. To be prepared:

- Attend a coordinator training, kickoff events & charity fairs
- Network with other volunteers
- Check out the CFD website – www.cfd.wa.gov
- The CFD staff is a resource for you – so is last year's coordinator!

2. Get leadership support

This is a great chance to gain new skills, toot your own horn and engage your leadership in creating a better world. To do this, you can:

- Meet with your manager and share your campaign plan. Ask them to send emails, sign letters or include the CFD as an agenda item at management and staff meetings
- Have them participate in events
- Ask them to share their story
- Keep them informed along the way

3. Build your team

Many hands make light work! Find someone with a complimentary skill set and invite them to help. Plus, it's more fun to work with someone else than by yourself.

- Recruit other enthusiastic people from all areas of your unit – professional staff, classified staff, etc. – to help you with the campaign
- Give everyone a role and a voice in planning
- Set shared goals and celebrate successes

4. Create you campaign plan

Create a plan that works for your workplace and then work the plan. You know what will work for your group. Things to keep in mind:

- Implement your own plan according to your own timeline
- Include a communication strategy
- Get on meeting agendas
- Initiate first and last week to give strategies

5. Promote your campaign

Make sure you let your coworkers know it is campaign time and ASK them to consider supporting their favorite causes. The number one reason people don't give? They weren't asked. Ask more than once. Studies show it can take up to 7 asks before someone moves from potential to actual donor.

Tips for asking:

- Be excited and enthusiastic
- Make your own gift first
- Invite a charity speaker to share their message and make the ask
- Use Impact statements to let people know what their dollars are doing in the community
- Use the resources you have access to like posters, charity guides, games, emails, UWCFD website and more!

6. Recognize and thank your team and colleagues

People respond positively to praise and thanks, so give it to them! Recognize and thank all those who helped make your campaign a success including:

- Management, for supporting the team, the UWCFD and YOU
- Your team
- Your coworkers – for giving, considering giving and letting you share the UWCFD message
- Your charity participants – thank the speakers and presenters