

prepare the ground

- Anticipate the campaign. Give yourself 3-4 weeks to plan before the campaign starts.
- Talk to company leaders; get their support and ideas.
- Meet with Earth Share for updates and ideas.
- Attract campaign committee members and coordinate regular planning meetings.
- Identify resources – people, talents, materials, funds to support events.
- Develop a theme and set a goal.
- Brainstorm and schedule a campaign kickoff event.
- Alert employees about the coming campaign.
- Delegate tasks.



ELEMENTS FOR A

- Find more than one way to ask employees to give.
- Launch the campaign with a lively, well-publicized event.
- Build interest with displays, emails and posters.
- Encourage giving through educational or hands-on activities – speakers, agency visits or volunteer projects.
- Reinforce the importance of the campaign by highlighting the impact of donations on the community.
- Remind employees of their past support.
- Clarify dates and deadlines in the campaign.



ask with enthusiasm

promote growth

- Customize the pledging process to suit your workplace.
- Combine multiple pledge forms from participating nonprofits into one combined form. Ask Earth Share for a sample form to help get started.
- Distribute pledge forms and brochures to every employee – personally if possible.
- Alert employees to online giving opportunities if this is available.
- Ask top management to endorse your campaign and encourage employees to give.
- Update employees on progress toward goal.

GREAT CAMPAIGN

- Publicize the results of the campaign.
- Praise management for their leadership and commitment to the campaign.
- Congratulate employees for their generosity.
- Create an office-wide demonstration of your appreciation for donors, helpers and others.
- Celebrate the work of your campaign committee.

thank out loud

Handy Tips from

www.earthshare-oregon.org

On Planning:

The Personal Touch: In-house graphics, homemade decorations for pledge boxes, and a good natured, well-liked spokesperson can enhance the sense of community. Allow some time to find these resources that can help your campaign.

Picking the Right Theme: Your decorations, graphics and even dressed-up committee members can all carry through on a theme. One office nominated a committee representative to dress as the Fairy Godmother to hand out pledge cards.

On Promoting:

Try a fun, attention-getting event to kick off your campaign with a splash. Just a few possibilities are:

- **Baby Face Contest** -- Match the baby with the co-worker they have grown up to become!
- **Food!** -- Host a bake sale, dessert auction, baked potato lunch, barbeque lunch, or root beer float party.
- **Lunch Box Auction** -- Employees provide lunches to be auctioned as a fundraiser. Prizes are given for the most creative or elegant lunches.
- **Game Tournaments** -- Charge an entry fee, take “bets” on results, and give winners prizes. Games could be horseshoes, darts, pool, bowling, bicycle, touch football, golf (real or mini-), free-throw contests.
- **Secondhand Sales** -- Employees donate items to be sold in the parking lot or cafeteria. Used book / CD / DVD sales can be especially successful.



On Asking:

At meetings: speakers from Earth Share and other agencies can speak at staff meetings or special events.

One-on-One: committee members or department managers can personally distribute pledge cards and brochures to each employee – accompanied by a small treat and maybe dressed for the occasion!

Brown bags: Lunch time gatherings can offer employees a chance to learn in-depth about a specific topic.

Fairs: Display tables with brochures let employees review their choices at their own pace and talk one-on-one with charities about their work.

Adding music and food: Draw employees into the room with music or food or both!

On Thanking:

Applaud employees through a letter from the CEO thanking them for their participation and generosity

Celebrate with a closing event – musicians in the cafeteria at lunch or free donuts in the morning.

Thank employees for their generosity -- Share your success with a final display in a public area and an upbeat announcement in the office newsletter/email. Include the dollars raised and number of employees who gave.

Announce your campaign results with a press release to local media -- it might garner some attention for your company's community involvement!

Encourage leadership giving by acknowledging those who give \$500 or more annually.