

Best Practices and . . .

STEP #1: GET STARTED

Attend CFC Employee Campaign Manager training.

- Learn the importance of CFC
- Review CFC materials
- Meet with your CFC representative (CFC staff member or Loaned Executive)
- Your CFC Representative will –
 - Help develop campaign strategies
 - Provide pledge forms and campaign brochure
 - Provide posters, local video and other campaign materials
 - Arrange for a charity speaker to attend your workplace campaign meeting

STEP #2: GET AGENCY HEAD SUPPORT

Your Agency Head's enthusiasm can be contagious.

- Ask your Agency Head to:
 - Appoint next year's Employee Campaign Manager (ECM) to work with you
 - Attend events and write a personal letter or e-mail message of support to all employees
- Secure support from your Agency Head for:
 - Time for training and time for your committee to plan and implement your company campaign
 - Time for face-to-face meetings with employees
 - Incentives and your management team's support to reach your campaign goals

STEP #3: RECRUIT A TEAM

If you have a large agency, you'll find it's easier and more fun when you involve others!

- Don't do it alone – recruit enthusiastic employees to serve on your campaign committee
- Recruit and educate "key workers" from various departments, teams and locations to help with employee pledge meetings, fundraisers and other campaign activities
- Assign each member to work on a portion of the campaign:
 - Advertisement
 - Employee Pledge Meetings
 - Fundraisers
 - Thank You & Wrap-Up

STEP #4: SET CAMPAIGN GOALS

Setting a realistic campaign goal can motivate and encourage participation. Talk with last year's ECM to find out what worked and what didn't in previous campaigns. Visit with your CFC representative who is a good resource during campaign analysis and goal setting.

- Look at past results, keeping in mind:
 - The number of contributors
 - The total amount raised
 - The participation rate
 - Changes in employee base since last year
- Based on what you find, consider setting goals for:
 - Total campaign dollars to raise
 - Percent of employee participation
 - Average gift
- Set goals with committee members, Agency Head and management team to ensure ownership and achievement of goals
- Communicate and measure set goals

STEP #5: DEVELOP STRATEGIES TO REACH GOALS

Take your campaign to new levels with these strategies.

- **Increase Participation & Average Gift:**
 - "Take A Step" strategy – ask employees to increase their gift by a small amount – from \$5 to \$6 or \$20 to \$22 per pay period or 10% - give examples: \$5.00 to \$5.50 a pay period (25¢/wk)
 - Give examples of combined impact of small increases last year and total gifts from \$1 to \$5 – every dollar and every gift matters
 - Incentives and drawings for –
 - First-time givers and employees increasing their gifts
 - "One Hour of Pay" per month or pay period or "suggested gift" based on salary levels
 - Early bird pledges
 - Turning in pledge form the day of meeting or by certain date
 - Competition between departments or other Federal agencies for largest percentage increase in participation or total amount collected
- **Incentive Ideas – (time off is the most popular)**
 - Angel Day – day off for one hour of pay a month
 - Week of ½ hour "leave early", "sleep in" or "longer lunch" passes
 - Casual Day
 - Agency logo items, movie tickets, concert tickets, restaurant or other gift certificates
 - Secure prizes from vendors & co workers

. . . Important Steps to Success!!!

STEP #8: REPORT RESULTS

Reporting results on a regular basis lets you know when you've exceeded your goal and keeps the momentum going!

- Weekly partial reports allow CFC to cash personal checks in a timely fashion
- Forward copies of all payroll deduction forms to your company's payroll department
- Summarize all campaign information on the Campaign Report Envelope. Enclose cash, checks and copies of all pledge forms.
- Call your Loaned Executive when your pledge forms and envelope are ready for pick up. Provide your Loaned Executive with a list of recognition gifts to be delivered at time of Report Envelope P
- Critique and document campaign; communicate results to your Agency Head, committee and all employees

STEP #6: COMMUNICATE AND EDUCATE EMPLOYEES

Creating excitement around your campaign, training your volunteers and educating your employees will keep the energy high and ensure your success.

- Conduct training for your committee members and campaign key workers; schedule agency tours
- Use your Intranet, voice mail, e-mail and other in-house communication tools to build awareness about CFC and needs in our community, and to promote your upcoming campaign – use during and after campaign as well
- Plan a Campaign Kick-off event
- Distribute Agency Head (and union, when applicable) endorsement letters; use employee testimonials
- Use CFC posters, brochures and other campaign materials to educate employees; visit our web site at www.cnnmfcf.org for more information and campaign poster templates
- Increase employee awareness by creating competition between departments
- Communicate year round about the Central & Northern New Mexico Combined Federal Campaign. This is a great way to increase awareness in your workplace and lets employees know they are strengthening our communities all year long, not just at campaign time.

STEP #9: THANK EVERYONE

- Hold an agency wide thank-you event/celebration, or portion of a staff meeting to thank all donors and volunteers – Or send an Agency Head letter, email, agency newsletter article or Intranet message
- Celebrate with your committee and volunteers; recruit next year's committee members

STEP #7: CONDUCT YOUR CAMPAIGN – 100% ASK

The #1 reason people do not give is because they're not asked. ASK EVERYONE. Not everyone will choose to give; however, *no one will give unless they are asked.*

- Make a gift yourself because you influence others and it's easier to ask others to give when you are giving; ask your committee and Key workers to also make their gift before asking others to give
- Conduct peer-to-peer asks or group meetings using 10 minutes at the end of already scheduled department meetings to minimize extra meetings
- Use key workers to help schedule employees for meetings and track those who have been asked.
- An Idea: Make sure all employees are accounted for by using incentives for returning pledge form whether employee gives or not
- **Make sure every employee is asked to give.** Don't forget employees who work off-site, travel extensively, or are on vacation or alternate shifts
- Conduct pledge drive before fundraisers