



## Central & Northern New Mexico CFC

### Campaign Checklist

	HOW	WHEN	COMPLETION DATE	WHO
Get to Know Your CFC	<ul style="list-style-type: none"> <li>• Consult CFC Staff</li> <li>• Become familiar with how people benefit from CFC</li> <li>• Attend Trainings</li> </ul>			
Gather & Evaluate Information	<ul style="list-style-type: none"> <li>• Review past campaign results</li> <li>• Evaluate prior year's campaign</li> </ul>			
Involve Agency Director/CEL	<ul style="list-style-type: none"> <li>• Meet with Director or Manager to discuss objectives</li> <li>• Ask manager to allow time for training, group meetings &amp; agency tours</li> <li>• Make a list of functions in which your manager should/could participate</li> <li>• Identify incentives for manager to approve</li> <li>• Draft endorsement letter for manager to sign</li> <li>• Assign Key Workers</li> </ul>			
Develop Strong Campaign Team	<ul style="list-style-type: none"> <li>• Include individuals from as many levels and divisions of your organization as possible</li> <li>• Assign specific tasks to each committee member</li> </ul>			

Set Campaign Objectives	<ul style="list-style-type: none"> <li>• Use “Campaigning to Potential” and “CFC Campaign Plan”</li> </ul>			
Campaign Communication	<ul style="list-style-type: none"> <li>• Display posters, flyers, and other materials</li> <li>• Use voice mail, email, or other media to update campaign progress</li> <li>• Plan activities</li> <li>• Send CEO and labor endorsement letters</li> </ul>			
Leadership Giving Program	<ul style="list-style-type: none"> <li>• Identify leadership giving coordinator</li> <li>• Identify employees who could give \$910 or more</li> <li>• Executive involvement in special event</li> </ul>			
100% Contact	<ul style="list-style-type: none"> <li>• Conduct group meetings</li> <li>• Schedule CFC video</li> <li>• One-to-One presentations if needed for absentees</li> <li>• Offer incentives</li> <li>• Use “Ask Tracking Tool” to keep track and follow-up</li> </ul>			
Campaign Progress Update	<ul style="list-style-type: none"> <li>• Report to CFC Specialist</li> <li>• Report to employees</li> <li>• Report to campaign team members</li> </ul>			
Thank You Program	<ul style="list-style-type: none"> <li>• Thank campaigners</li> <li>• Thank Campaign team</li> <li>• Thank all contributors</li> </ul>			