

CAMPAIGNING TO POTENTIAL

- ✓ Develop three-year plan
- ✓ Choose the right Employee Campaign Manager
- ✓ Eliminate all coercion

Possible Strategies:

- Increase average gift amount
- Increase percentage of participation
- Ensure each employee is contacted
- Ensure all employees are *“asked”*
- Increase educational efforts
- Make campaign enjoyable and fun
- Thank all contributors and volunteers
- Include CFC in management and staff meetings

To Reach Your Agency’s Full Potential

$$\$ \frac{\text{2007 Employee Average Gift}}{\text{2007 Employee Average Gift}} \times \frac{\text{\# of Employees}}{\text{\# of Employees}} = \frac{\text{Full Potential}}{\text{Full Potential}} = \text{100\% Participation}$$

2008 CFC Strategies To Reach Agency’s Full Potential

In view of the critical need in our community, nation, and around the world for increased services, and in light of our full employee giving potential, I set the following goals for the 2008 CFC employee campaign:

\$ _____ AND/OR

_____ % AND/OR

_____ %

2008 Campaign Totals

$$\$ \frac{\text{Employee Average Gift}}{\text{Employee Average Gift}} \times \frac{\text{\# of Donors}}{\text{\# of Donors}} = \frac{\text{Amount to be raised}}{\text{Amount to be raised}} = \frac{\text{\%}}{\text{Potential}} \%$$