2019 BEST PRACTICES
CHARITY IS GOOD, CHANGE IS BETTER

CREATE A PLAN
Develop a timeline or checklist (see Campaign Worksheet)

GET LEADERS INVOLVED TO ACTIVATE YOUR CAMPAIGN
Engaged Leaders encourage employee participation (Examples: Participation in special events and creating strategies with campaign chairs)

BUILD A CAMPAIGN COMMITTEE
Create a committee to act on campaign tasks. If members from various levels and departments across the company are represented it ensures campaign visibility leading to more participation.
(Examples include: Marketing, Finance, Communications, etc.)

EDUCATE & ASK
Educate employees on the impact of Community Shares has in Minnesota. Tell employees how they can contribute and connect
(Examples: in 2018 CSM nonprofits served all 87 counties in MN, and served over 1 million Minnesotans, and over 23,000 animals)

HAVE FUN!
Create momentum and buzz for your campaign by holding special events during your campaign (Examples: potlucks, competitions, or a charity fair)

ASK ABOUT A CORPORATE GIFT
Your company’s support will raise participation and funds. (Examples: matching employee pledges or a direct corporate gift)

COMMUNICATE
Tailor communications, and engagement strategies for specific employee groups
(Examples: Management, Labor, Remote Workforce, & Employee Resource Groups)

SAY THANK YOU!
Share campaign results with employees such as total amounts raised, participation percentages, and volunteer hours. Make sure your campaign committee, volunteers, and donors get a special thanks for their work towards achieving goals.

SHARE DONOR DETAIL
Thank donors and let them know the impact of their giving by releasing their contact information to Community Shares of MN.
We can ask them to sign up for our newsletter or follow us on social media so they can be connected to the impact their gifts are making.

PLEASE CONTACT SHERYL RAYGOR WITH ANY QUESTIONS
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COMMUNITY SHARES MINNESOTA
2019 CAMPAIGN WORKSHEET
CHARITY IS GOOD, CHANGE IS BETTER

RECRUITMENT & PLANNING
COORDINATORS & ROLES ___________________________

CAMPAIGN START DATE ___________ CAMPAIGN END DATE ___________

SET CLEAR GOALS
TOTAL PLEDGES LAST YEAR ___________, PLEDGE GOAL THIS YEAR ___________, PARTICIPATION % GOAL ___________
OTHER GOALS ___________________________

PROMOTION & COMMUNICATION
- ORDER MARKETING MATERIALS - INTRANET/COMPANY WEBSITE - ENDORSEMENT LETTER
- EVENT POSTINGS - INTERNAL PROMOTIONS - EMPLOYEE COMMUNICATIONS
NOTES ___________________________

CAMPAIGN EVENTS
CAMPAIGN KICKOFF ___________________________

VOLUNTEER EVENTS
PROJECT NAMES & VOLUNTEERS NEEDED ___________________________

ASK! EDUCATE & SOLICIT CONTRIBUTORS
DONOR SEGMENTS (LEADERSHIP, ERGs, ETC.) ___________________________
MEETING(S)/DATE(S)/LOCATION(S)/PRESENTER(S) ___________________________

WRAP IT UP & SAY THANK YOU!
PAYROLL CLOSE DATE ___________
THANK YOU ACTIVITIES & EVENTS ___________________________

REMIT CAMPAIGN CONTRIBUTIONS & RESULTS TO COMMUNITY SHARES OF MN BY: ___________________________
NOTES ___________________________

PLEASE CONTACT Sheryl Raygor WITH ANY QUESTIONS
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