

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)

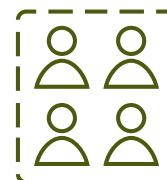


ASK ABOUT A CORPORATE GIFT

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.



2019 CAMPAIGN WORKSHEET

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PRE-CAMPAIGN

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 _____

DURING CAMPAIGN

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) _____

POST-CAMPAIGN

WRAP IT UP & SAY THANK YOU!

PAYROLL CLOSE DATE _____

THANK YOU ACTIVITIES & EVENTS _____

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

NOTES _____