

# 2020 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: PUBLIC ENDORSEMENT OF THE CAMPAIGN, 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, LABOR, ETC.)



## EDUCATE & ASK

EDUCATE EMPLOYEES ON THE IMPACT OF COMMUNITY SHARES IN MINNESOTA. TELL EMPLOYEES HOW THEY CAN CONTRIBUTE AND CONNECT (EXAMPLES: IN 2018 CSM NONPROFITS SERVE ALL 87 COUNTIES IN MN, SERVED OVER 1 MILLION MINNESOTANS, AND OVER 46,000 ANIMALS)



## HAVE FUN!

CREATE MOMENTUM AND BUZZ FOR YOUR CAMPAIGN BY HOLDING SPECIAL EVENTS DURING YOUR CAMPAIGN (EXAMPLES: POTLUCKS, COMPETITIONS, OR A CHARITY FAIR)



## SECURE A CORPORATE GIFT

YOUR COMPANY'S SUPPORT WILL RAISE PARTICIPATION AND FUNDS. (EXAMPLES: MATCHING EMPLOYEE PLEDGES OR A DIRECT CORPORATE GIFT)



## SEGMENT DONORS

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.

