

Campaign Do's and Don't

Do's

- **Ask Each Co-Worker Personally (and a few times if needed)**
 - People give because they were asked. One-on-one contact is the most effective strategy for increasing participation.
- **Be Knowledgeable**
 - People have many misconceptions and you can set them straight by the correct information. If not sure, find out the answer.
- **Encourage Online Giving**
 - Fewer errors, eco-friendly, confidential and cost-effective are just a few of the reasons.
 - Credit card and payroll deductions are payment options.
- **Be Passionate and an Advocate**
 - Remember the reason we fundraise is to help those less fortunate.
- **Keep It Simple**
 - Be prepared and keep the message short and simple. People are busy.
- **Make It Fun**
 - Themes, special events, drawings for incentives, regular emails, decorate common areas – all make it fun and memorable.
- **Get Leadership Support**
 - Ask your supervisor if you can speak at a department meeting or bring in a speaker.
 - Get their endorsement via a letter or email
- **Support and Promote Online Auction**
 - This new Campaign-wide Online Auction is fun and offers great things to bid on. We need everyone's support for items to post as well as bidders!

Don't's

- **Take It Personally if someone declines**

- We don't need to judge and never know someone else's reasons or circumstances. We also never know when things change – so ask each year even if they said no last year.

- **Guilt People Into Giving**

- You wouldn't want it, so don't do it.

- **Hound People**

- There is a thin line between bugging people and follow up. Use good judgment.

- **Conducting a Mailbox Campaign**

- Putting materials in people's mailboxes and hoping for the best, does not work.
- Personal asks are much more successful as well as announcements at meetings, email follow up, special events, posters, etc.

- **Only send emails**

- Emails are a great way to communicate to a large group of people, but they are also easy to delete or ignore.
- Use a variety of ways to communicate. Visual, written, verbal.

- **Do it by yourself**

- Even if you have a small office, getting others involved makes the load lighter, gives you more ideas and is more fun.
- Get your leadership to endorse and advocate for you as well.

- **Get Discouraged or Demotivated**

- We rely on our coordinators to have a good attitude and encourage others. If you are negative, changes are your campaign won't do well.
- Remember why you are volunteering to do this (even if it was assigned) – to help others less fortunate in our community.
- Being a Campaign Coordinator is a personal development opportunity for you. Hone your leadership, organizational and creative skills. Use this opportunity to shine in your department.

Smaller charities do not have the funds for big fundraising appeals.