7 STEPS TO A SUCCESSFUL CAMPAIGN

1. UNDERSTAND YOUR ROLE
   - You are a fundraiser connecting people to their passions
   - You are serving in a leadership role
   - Ensure your colleagues are aware of the campaign
   - Meet your campaign assistant—a key resource
   - Attend coordinator training and a charity fair/kickoff event
   - Network with other coordinators
   - Communicate with your campaign leader as needed
   - Explore the UWCFD website and utilize volunteer resources: uw.edu/uwcfd

2. ENGAGE YOUR LEADERSHIP
   - Leadership support is an important key to a successful campaign. Meet with your supervisor. Ask him/her to support the campaign.
   - Invite your supervisor to introduce you as your department’s coordinator and go-to person
   - Provide email templates
     - Coordinator introduction
     - Campaign kickoff
     - Mid-campaign reminder
     - Campaign events
     - Campaign end and thank you
   - Keep your supervisor informed of your campaign’s progress

3. BUILD YOUR TEAM
   - Recruit other enthusiastic, excited, passionate people from all areas of your department, different job classifications, union members, etc., to help you with the campaign
   - Give everyone a role: website, marketing, event planning, etc.
   - Set goals
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4. CREATE YOUR CAMPAIGN PLAN + SET YOUR GOALS
   - UWCFD campaign: October 5–December 2
   - Use this year’s theme: Do good. Feel good.
   - Create a timeline and schedule events/fundraisers
   - Include a communication strategy
   - Be sure to get on agendas for meetings
   - Initiate First and Last Week to Give strategies
   - Invite your colleagues to volunteer or tour a nonprofit

5. PROMOTE YOUR CAMPAIGN + EDUCATE YOUR COLLEAGUES
   - Talk it up! Be enthusiastic and excited. Inspire conversations.
   - Use personal stories and experiences
   - Share the benefits of giving through the campaign
   - Promote payroll deduction
   - Work with your campaign assistant and team to promote the UWCFD in your department
   - Give a presentation. Show a video.
   - Invite a charity speaker in to speak at a staff meeting and share personal stories
   - Use impact statements
   - Use your campaign resources
   - Share methods of giving
   - Set goals and track results (reports, thermometers)
   - Create incentive contests, photo contests, email contests
   - Make it fun! Plan fundraisers. Use games.
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6. MAKE THE ASK

- Consider making a pledge yourself. It is easier to ask if you are participating
- UWCFD website/posters/brochures/UWCFD & charity videos
- Email
- Fundraisers and other events
- Schedule a speaker at staff meetings
- Leadership endorsement
- Personal stories (employee, federations/charities)
- Personal ask: explain UWCFD, impact on community, and ask for consideration of participating
- Create an elevator speech

7. REPORT RESULTS AND THANK EVERYONE

- Wrap up the campaign
- Nominate yourself, events, team, and manager for a SnoKing recognition award
- Thank:
  - Management for supporting UWCFD and you
  - Your team for helping make the campaign a success
  - Your colleagues for considering giving to their favorite nonprofits through the UWCFD
  - Your nonprofit participants
  - Your sponsors
  - YOU—for all of your hard work!