

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/uwcfid

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 11–December 1
- Use this year's theme: Your Gift Makes a Difference.
- 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!

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