



## DECC Campaign Toolkit 2013

We know that being a Lead Coordinator takes a lot of dedication and commitment to improving our community and we thank you for your hard work. The most successful campaigns are refreshed year after year by implementing proven best practices, new ideas, and strategies. Don't get overwhelmed though – The DECC provides you with a step-by-step process and tools that are sure to make your campaign a success.

Lead Coordinators are the most important people in the DECC. Your creativity and communication is what motivates employees to voluntarily contribute a part of their paychecks to support local nonprofits. Well-organized and enjoyable employee-giving campaigns...

- **Make it easy for employees to give.** Gifts can be made over the year and divided into each paycheck, making it easier for people to give more meaningful gifts.
- **Educate employees** and organizations about community issues, connecting them with their community and allowing them to make informed decisions.
- **Celebrate** what city employees can do together and give nonprofits or the DECC the opportunity to make presentations to employees
- **Build teams** that incorporate all aspects of the department.

Good planning usually starts with good questions.  
Your answers to these questions will give you a  
strong base to work from as you plan your campaign.

### Questions for success:

- When are some upcoming all-staff meetings where I can schedule 15 minutes to talk about the DECC?
- Who in my department's management is supporting the campaign?
- Does my department have multiple locations or work groups? Consider structuring your campaign team along similar lines.
- What would bring people in to participate? A special event? Prizes? Food?
- Would my colleagues be interested in a drawing to increase support?
- How should I send out email reminders?
- Where is the most effective place to post information about the DECC?
- How long should my department's campaign last?
- How should I collect paper pledge forms and thank people for donating?

# WHO TO INVOLVE IN YOUR CAMPAIGN

**You, as Lead Coordinator**, have a crucial leadership role in planning, implementing, and evaluating your department's annual campaign. You will be asking others to give, so it is important that you have answers to commonly asked questions, can communicate the benefits of giving, and are excited about the DECC. Your DECC Manager will guide and assist you with these elements, as well as any other campaign needs, and will keep you informed of updates and changes in the campaign.

## As the Lead Coordinator, you will be asked to:

- Create events and fun opportunities that excite and motivate colleagues to participate – even if they choose not to donate through the DECC
- Make giving accessible to everyone in your department
- Assemble a team, if necessary, that represents your department
- Collect paper pledge forms and deliver them to the Payroll Department
- Keep track of what's going well and what should be changed for next year

## Your Department Head and Members of Senior Management

Visible support from your department head and members of senior management is vital to the success of your campaign. When senior management supports the campaign and takes part in activities, employee participation increases, setting the stage for increased contributions at every level. Ask the department head and/or other senior managers to endorse the DECC, personally, to all staff.

### Tips:

- Ask your Department Head to approve the campaign timeframe and authorize use of work time for campaign activities and committee meetings.
- Define expectations for management and encourage them to visibly support the campaign by:
  - Endorsing the campaign through personal messages via email, letter, voicemail, or intranet message.
  - Attending events
  - Speaking at meetings
  - Being one of the first individuals to contribute through the campaign

## A Campaign Committee

Don't try to run your campaign by yourself! Make sure to recruit other enthusiastic and resourceful colleagues to help with the campaign.

### Tips for recruiting a strong committee:

- Work with management for suggestions of people who would be a good fit for your campaign committee.
- Personally ask the volunteers, and provide clear expectations, including a job description and time commitment.
- Stick to a 1:20 ratio of campaign committee members to total employees.
- Make sure all areas of your organization are represented by enlisting members from key departments.
- Educate staff on the value of this committee work as leadership development.



Provide training for your campaign team before kickoff. Successful asks require knowledgeable campaigners who are comfortable asking for a contribution.

**The Campaign Committee can be very beneficial in the following activities:**

- Assisting in the pledge form collection process
- Organizing special fundraising events and activities
- Asking their friends and colleagues to contribute through the DECC
- Helping with communications and handing out pledge forms
- Attracting local businesses to contribute goods or services for a drawing

## **Speakers**

Campaign speakers can come from local nonprofits or the DECC. Speakers help highlight issues affecting our community and are able to accurately demonstrate the impact of employee giving through the DECC. Speakers are available from most local nonprofits, and must be scheduled in advance.

- A list of some of the best speakers from local non-profits is included in your campaign training toolkit.

# WHAT TO DO FIRST, NEXT, AND LAST

## In the weeks leading up to your campaign...

- Attend the DECC Lead Coordinator Training on August 8, 2013
- Meet with your DECC Manager to develop a campaign strategy

- **Map out your Campaign Timeline with dates**

- Timelines and checklists encourage committee members to try new practices and create greater efficiencies for your campaign.

- **Develop your targeted campaign goals and measurable objectives**

- *Setting bold and specific goals and objectives can help increase your campaign results. The more specific you are, the stronger your results, and you will know exactly how to focus your energy and how to measure your success.*
- *Share these goals with everyone involved.*

➤ *There are a number of ways to run your campaign and allow employees to make a payroll deduction gift. The two primary ways that campaigns are run are through eWay or through paper pledge forms.*

**eWay** – *An online tool that allows employees to make an automatic payroll deduction. It is available at [denvergov.org/DECC](http://denvergov.org/DECC)*

**Paper Pledge forms** – *If employees do not want to utilize the online tool, we would be happy to provide you with paper pledge forms. Contact your DECC Manager to request pledge forms. **All forms should be delivered to the City Payroll Department on the 4th Floor of the Webb Building.***

- Request a guest speaker for any upcoming staff meetings or get-togethers. Speakers must be scheduled in advance.
- Recruit and train your campaign team. Use those who are excited and motivated about the campaign.
- Ask senior management to lead the way by being the first to give and encouraging gifts to the department.
- Solicit local businesses to your department's campaign with donations for giveaways.

### **Tips for setting goals and measurable objectives:**

- Review your campaign results from last year to determine what worked and what could be strengthened. Ask your DECC Manager to also review these results.
- Run a campaign goal scenario with your DECC Manager. Together you can discuss strategies for promoting that goal and how to achieve it.

- **Create the right Ask for your Company**

- *The number one reason people make charitable donations is because they are asked, which makes your role as a solicitor very important. This can be difficult, especially for first-time volunteers, but we have four easy techniques to help.*

### The 20-Minute Group Ask

2 minutes: Welcome

3 minutes: Management  
Endorsement

7 minutes: Educate Audience  
on the Needs (i.e.: nonprofit  
speaker, DECC speaker)

5 minutes: Campaign video or  
game

3 minutes: Ask/answer  
questions & thank

#### 1. Group Solicitation

Assemble employees as a group to hear about the work of local nonprofits and ask them to make a contribution. In just 20 minutes, you can have a successful ask. Make sure to follow-up with individuals that could not attend.

Group solicitations can be conducted at an all-staff meeting or campaign kick-off. In addition, events for specific management levels are extremely successful. Encourage senior managers to host an event to encourage giving among their teams.

#### 2. Personal Solicitation

Personally asking colleagues is very effective and gives you a chance to educate your co-workers and answer any questions. Utilize stories from Team DECC members. Remember, peer-to-peer is best!

Follow these four steps:

- Explain why you personally support the DECC
- Ask current donors to increase their gift
- Give each person the information on how to make a gift
- **Say thank you!**

#### 3. Electronic Solicitation

Online giving makes it easy for your colleagues to contribute. eWay is a secure online tool that is customizable for your company. You can check your department's progress regularly with the online tool.

#### 4. Mailbox Solicitation Campaign

Solicitation by mail can be an effective way to inform employees who are hard to reach or cannot attend group meetings. To make this approach as effective as possible:

- Personalize contact information.
- Include a specific request for a donation.
- Follow-up with additional communication after the initial ask.

### During your campaign...

- Distribute pledge forms or information about the online giving tool.
- Send follow-up emails and print and post emails about TEAM DECC in your break room to keep up the enthusiasm. Include any community facts or stories you find particularly interesting.
- Hold additional events and meetings (bake sale, drawing, food drive, volunteer day, etc.).

## Before your campaign ends...

- Send reminder emails and use reminder cards to tell colleagues that your campaign is concluding and online donations and pledge forms need to be submitted.

### Thank You best practices:

- Is personally addressed with a personal salutation (not “Dear Friend”)
- Has an original signature
- Grabs the reader’s attention in the opening sentence
- Speaks directly to the donor
- Does not ask for another gift or continue to sell
- Has a warm, positive tone
- Is from a Senior Manager
- Includes the name and phone number of the staff person whom the donor can contact:  
Jon.Mohr@UnitedWayDenver.org,  
303-561-2272
- Does not ask the donor to do anything (like a survey or sign up for an enewsletter)
- Is concise—no more than two short paragraphs
- Has been proofread for branding, editing, and spelling

## After your campaign concludes...

- Collect any remaining pledge forms and turn them into the Payroll Department on the 4<sup>th</sup> Floor of the Webb Building. Contact your DECC Manager with any questions.
- Announce pledge results to department staff and thank employees with a letter, email, or event. This is a great time to remind them of the DECC website where they can learn about how their investment is working in the community.
- Thank your campaign team.
  - Donors giving \$700 are Leadership Donors and will receive personalized Thank Yous from DECC Staff.
  - Thank yous are mailed within 48 hours.
  - Thank yous cite the amount of the gift and the date it was received.
- Incorporate a thank you at a staff meeting or in common areas throughout your organization
- Share results with employees, including total amount raised, participation percentages and volunteer hours, to recognize everyone who participated
- Give a special thank you to your committee members, as well as any volunteers who helped make your campaign a success.
- Gather feedback and notes for next year.

**Congratulations! You’ve just completed a successful campaign!**