

How to Run a Campaign

COORDINATOR STEPS TO A SUCCESSFUL CAMPAIGN



Successful Department campaigns have a plan to motivate workers and employees, keep people informed and have a system to get campaign work done. The following steps will help Coordinators have a successful campaign.

1. Consult with last year's Department Coordinator to assist with analysis, problem areas, issues raised, etc.
2. Recruit a diverse team of Volunteers who are committed to the cause – their enthusiasm will be contagious – and use services of the Local Campaign Operating Agency to train your Volunteers.
3. Inform management of the competition award and your Department's role in it and gain their support for group solicitation meetings, incentives and special events.
4. Publicize the campaign – use employee publications, posters and emails.
5. Kickoff the campaign the week of September 14th with special department events and activities that will motivate employees to give.
6. Distribute materials to employees, pointing out the advantages of payroll deduction versus check, credit card, and direct bill donations. Emphasize that no gift is too small. Advise employees who do not have computer access that they can call the MI HR Service Center.
7. Assure that every employee is personally contacted and offered the opportunity to contribute. Don't just put brochures in mailboxes, in-baskets or place them on employee chairs.
8. Educate your co-workers about the campaign – your Department's goal, types of agencies funded, etc. Schedule and promote agency fairs to educate your Department.
9. Department Coordinators should send paper payroll deduction pledge forms to the Civil Service Commission weekly throughout the campaign. Attn: SECC, Civil Service Commission, P.O. Box 30002, Lansing, MI 48909
10. Volunteers should send check and direct bill forms to the Campaign Manager/Fiscal Agent for processing. Employees contributing by credit card should mail their form directly to the Campaign Manager/Fiscal Agent: Michigan Association of United Ways, 1627 Lake Lansing Road, Suite B, Lansing, MI 48912
11. Don't forget to recognize and thank your Volunteers and each contributor.