

SEFA EMPLOYEE CAMPAIGN MANAGERS

TRAINING AGENDA

Part I – General SEFA Overview – to be offered to local campaigns on a regional basis.

Time	Item	Enclosures
5 min	Welcome, introductions, purpose, agenda review	Agenda
5 min.	What is SEFA?	SEFA Background What is SEFA Fact Sheet Scope of SEFA Supported Services
30 min.	Role & Responsibilities of ECM	ECM Job Description Solicitor Job Description Optimum Campaign Plan “How to Solicit” Techniques Five Common Attitudes Handling Objections
10 min	Conducting a Quality Campaign	Getting Started Checklist Quality Campaign Checklist Keys to a Quality Campaign
10 min	How to Contribute <ul style="list-style-type: none">➤ Designating➤ Not crossing out FCC #	Pledge Card Contribution conversion chart

Part II – Local Campaign-Specific Information – to be conducted by local SEFA

30-45 minutes recommended length

<u>Local SEFA structure</u>	<ul style="list-style-type: none">• committee composition• campaign committee (if separate one is formed)• loaned associates and what accounts they will be responsible for• staff contacts• local climate• administrative expenses• where the money goes
<u>Campaign materials</u>	<ul style="list-style-type: none">• Brochure• Posters• Video• Labor endorsements• Incentives• Leadership giving program• Awards program/criteria• New hires program• Newsletter
<u>Campaign Timeframe</u>	<ul style="list-style-type: none">• Kick-offs – campaign area/facility• Report meeting(s) – emphasizing the importance of interim reporting• Campaign end• Awards ceremony
<u>Reporting Process</u>	Insert your local needs here Frequency of turning in collections (weekly is optimum)