

## KEYS TO A SUCCESSFUL SEFA CAMPAIGN

### KEY # 1 – Analyze Your Organizations Campaign to Discover Areas of Improvement

#### ACTION ITEMS

- Review your agency's Account History
- Set employee goal utilizing participation and potential
- Determine areas of greatest potential
  - ✓ Increasing Participation
  - ✓ Increasing current giving
  - ✓ Running a Management/leadership Campaign
- Develop Campaign Timeframe

#### BRIGHT IDEAS

- Meet with SEFA staff/Loaned Associates to develop campaign plan and strategies
- Set two employee goals, one higher than dollars raised last year and one for increased participation
- Use incentives to gain new supporters
- Use incentives to increase current giving levels

Examples:

- ✓ Every new donor, giving at least \$1 per pay period, receives one chance toward a \$25 gift certificate
- ✓ For current givers, increasing their gift by .50 per period receives one chance, increasing their gift by \$1 per period receives two chances, etc.

Piggyback on existing winners. For example: bake sales, book sales, pumpkin face drawing sales, etc.

My plan:

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## KEYS TO A SUCCESSFUL SEFA CAMPAIGN

### KEY # 2 – Build Your Campaign Team with a WINNING Attitude

#### ACTION ITEMS

- Involve your Agency Director/Superintendent
- Involve your Labor Unions
- Involve a Senior Manager to run a Management/Leadership Campaign
- Recruit Volunteer Fundraisers (1 fundraiser for every 10 employees)
- Enlist the help of all departments
  - ✓ Data Processing
  - ✓ Communications/Promotion
  - ✓ Administration
  - ✓ Payroll
  - ✓ Unions
- Have SEFA Staff/LA train Volunteer Fundraisers during work hours
- Arrange for Volunteer Fundraisers, Director, and senior Management to take a tour of a SEFA agency

#### BRIGHT IDEAS

- Send out Director/Manager endorsement letter to all employees. Have Labor unions co-sign letter, or send out separate endorsement letter
- Recruit enthusiastic, well liked, respected employees from each department to be your fundraisers. Don't forget to include Labor representatives, night shift employees and off-site locations
- Develop a theme for your campaign and wear buttons

My Plan:

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## KEYS TO A SUCCESSFUL SEFA CAMPAIGN

### Key # 3 – Advertise. Educate. Advertise.

#### ACTION ITEMS

- Order campaign supplies, including posters, pledge cards, stuffers and thermometers
- Develop in-house posters highlighting SEFA agencies.

#### BRIGHT IDEAS

- Place articles in organization newsletter announcing campaign, goal and incentives; reporting progress; and finally announcing results and thanking volunteers and donors.
- Interview employees who volunteer at a SEFA agency, or have been helped by a SEFA service
- Decorate workplace with campaign posters and SEFA logo
- Publicize goal using goal thermometer posters
- Tell employees how many of their co-workers have been helped by SEFA agencies and programs
- Send messages on e-mail and voice mail to promote SEFA and campaign
- Utilize other available technology – check with your network administrator to develop SEFA messages which display when logging onto the computer

My Plan:

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## KEYS TO A SUCCESSFUL SEFA CAMPAIGN

### KEY # 4 – Ask. Ask. Ask.

#### ACTION ITEMS

- Personalize pledge cards for ALL employees
- Help organize a separate solicitation of management
- Ask ALL employees to give to SEFA
- Develop system to track campaign progress
- Organize special fundraising events to generate enthusiasm
- Collect ALL pledge cards

#### BRIGHT IDEAS

- Have Agency Director/Superintendent & Labor representatives host a Kickoff meeting with decorations and food to announce goals, campaign plan and incentives.
- Host employee presentations showing the campaign video, with an agency speaker and SEFA representative
- Recruit an employee who has been helped by a SEFA agency to speak at employee presentations
- Volunteer fundraisers follow up with employees to answer questions and collect pledge cards
- Publicize deadline for pledge cards to be turned in
- Use small incentives/drawings to encourage employees to turn in pledges
- Use employee roster or computer spreadsheet to track employee giving and manage outstanding pledge cards
- Sweepstakes a day off or a front row parking spot to raise additional dollars

My Plan:

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## KEYS TO A SUCCESSFUL SEFA CAMPAIGN

### **KEY # 5 – Recognize Your Volunteer Fundraisers and Donors for Supporting SEFA**

#### ACTION ITEMS

- Thank employees for participating in campaign
- Thank Donors for supporting campaign
- Thank Volunteer Fundraisers
- Thank Agency Director/Superintendent
- Thank Leadership/Management Campaign Coordinator

#### BRIGHT IDEAS

- Hang Thank You posters throughout workplace
- Thank donors and volunteers in organization newsletter (Don't forget to report results)
- Acknowledge winners of any incentives and drawings
- Host a campaign team debriefing with a recognition luncheon

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## KEYS TO A SUCCESSFUL SEFA CAMPAIGN

### KEY # 6 – Evaluate Your Campaign at it’s Conclusion

#### ACTION ITEMS

- Conduct an in-house meeting with your campaign team to discuss what worked and what did not
  - ✓ Effectiveness of special events
  - ✓ Impact of incentives on increasing donations, increasing participation, etc.
  - ✓ Pre-printed pledge cards
  - ✓ Support from the management and unions
  - ✓ Did fundraisers get the release time needed to ask for a SEFA donation
  - ✓ Were agency speakers brought in to participate in a group meeting? If not, why?
  - ✓ Did campaign materials arrive on time, in the correct quantity, etc.
  - ✓ Did you receive the support you needed from your loaned associate and/or SEFA staff person?
- Prepare a final campaign report, including recommendations to improve future campaigns at your agency. Send to your facility director, your SEFA staff person, your state management liaison – and don’t forget to save a copy for next year’s campaign team!
- If your campaign area holds a post campaign debriefing, plan to attend. You can hear about campaign practices used by other agencies in your area.
- Plan to participate in regional debriefings convened by the statewide SEFA leadership - usually scheduled in February. This is your opportunity to bring recommendations for next year directly to representatives of the statewide SEFA Co-Chairs and Vice-Chairs.

My Plan:

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