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## ***Workplace Campaign Coordinator Steps for Success!***

### **1. PREPARATION**

- Recruit a campaign committee to help you in the planning and implementation of campaign events.
- Set a time for your campaign.
- Confirm quantities of campaign materials.
- Ask your CEO/upper management to endorse campaign by writing a letter or giving a speech.
- Secure authorization on payroll deduction as a payment option.
- Secure incentives from your company that encourages participation and donations.

### **2. KICK-OFF EVENT**

- Plan a date and time for the event (at a staff meeting, during lunch hour, a breakfast).
- Confirm a speaker and/or talent for your event (Contact the Campaign Director for help with this).
- Plan a menu (coffee, doughnuts, fruit, bagels, ice cream sundae bar, etc).
- Notify employees of the event at least a week prior to the date (email, invitation from CEO, voicemail, intranet, etc).
- Distribute pledge materials at the event or directly following the kick-off.

### **3. KEEPING THE PACE**

- Keep employees aware of your company's progress by email, voice mail, intranet, memos, etc.
- Keep your campaign short. Collect pledges within 7 days of distributing cards.
- Keep track of your money!

### **4. CLOSING THE CAMPAIGN**

- Thank your committee members and donors!
- Plan a victory party. Invite donors, volunteers and your company's executives.



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**5. AFTER THE CAMPAIGN**

- Learn from your role and create clear notes for your successor.
- Detail new ideas, original materials, questions, or concerns from your experience.

Need more information or have questions? Please contact Dan Adolphson, Director of Program Engagement, at (651) 292-3215 or [dan@compas.org](mailto:dan@compas.org)