



## CAMPAIGN MANAGER INFORMATION

### Campaign 2017

**THANK YOU!!!** We appreciate your work on this campaign and facilitating employee contributions to charities in Greater Cleveland. We could not do our work without you and appreciate your time and talent that you give. Our staff is here to help you make the most of the campaign and meet your goals, so please don't hesitate to ask for anything you need.

#### First Steps

- Set a start and end time for the campaign (i.e. November 1- December 15), coordinated with payroll dept.
- Complete and return to Shares the *2017 Annual Workplace Campaign Information Form*
- Confirm delivery of materials
- If you have questions, or need more materials, call (216) 361-9920 or email [dawn@communityshares.org](mailto:dawn@communityshares.org)

#### Campaign Kickoff

- Plan and announce a fun kickoff party! Food, balloons or signs to call attention to the campaign are helpful.
- Invite staff to a special informational meeting about the campaign or incorporate a presentation into one of your regular staff meetings.
- **Call us to schedule a speaker** – a Shares representative and/or a representative of one of our member agencies. The speaker can be very brief, from 5-10 minutes. Hearing from one of our members is a great way to learn how their donations make a difference in the community. It's also very effective to have one of your own employees speak about an agency they support.
- **Personally** hand out pledge forms to your co-workers. This increases the likelihood that they will participate in the campaign. People will give and participate if they are asked, so you must ask!
- **Incentives:** We can provide you with giveaways (pens, key chain, etc.) and other items with advance notice.

#### During the Campaign

- Display Community Shares posters in prominent areas.
- Announce the campaign in your company newsletter or on your Intranet.
- Send an email message promoting the campaign. We'll be happy to supply you with email newsletters or announcements. Some worksites do this weekly or at key intervals in the campaign.
- If you have a large office, consider a game or contest to add excitement and competition among employees.
- Talk with colleagues about Community Shares, social justice and your hopes for the future of Cleveland.
- Schedule weekly drawings of returned pledge forms. Begin now to collect small prizes from area businesses, from co-workers, or from management. The earlier the pledge form is returned, the more chances to win prizes! We can help supply you with prizes, subject to availability.

#### After the Campaign

- Send "thank you" notes to any campaign committee volunteers. Hang up "thank you" posters.
- Send an email to employees congratulating everyone for participating and announce the total raised.
- **Collect all pledge forms and complete the campaign envelope with a summary of pledges and donations. Make copies of the pledge forms for your records. If you had online gifts, contact Dawn Ramsey at Shares for the list of those donors and list them on your envelope. Then, call Shares at 216-361-9920 to pick up the envelope.**
- **IMPORTANT: Give copies of the pledge forms to your payroll contact so they can make the actual deductions from payroll. If you have online donations contact Shares to let them know to send the online summary to you, and then you send that to your payroll contact as well. If you have any questions or need assistance please do not hesitate to call the Shares office at 216-361-9920.**