Top 10 Action Steps

A step-by-step guide to running a great campaign
#1 Recruit A Team

- Don’t run your campaign alone. Recruit a committee of enthusiastic, resourceful and committed employees to help you plan the best possible campaign!

- Diversity is important. Involve people from various areas.

- Set up regular committee meetings and delegate responsibilities.
  - You can ensure campaign success by creating roles and responsibilities for committee members

Our team is: ____________________________________________

____________________________________________

____________________________________________

____________________________________________
#2 Determine Your Timeline

Keep your campaign strategically timed and goal-oriented.

Campaign start date: ________________________________

Campaign end date: ________________________________

• Starting a campaign with a clear kickoff and wrapping up with a great finish is often an important consideration – think about these things when you decide timing.

• Talk with Megan to determine the best timeframe for your school / unit and be sure to keep them in the loop as you move forward.
Be ambitious but realistic so your co-workers have an attainable goal to reach.

- Work with Megan to access 2017 data
- Determine if your School / Unit will focus on increasing participation, increasing employee dollars, striving to achieve particular campaign goals, etc.

**OUR CAMPAIGN GOAL(S):**
#4 Plan Your Employee Campaign Activities

It’s important to provide **multiple** opportunities for employees to learn more about how they can get involved.

Hold meetings and events throughout your campaign to get employees together and have fun! Ensure the event offers employees plenty of ways to learn and understand what their contribution to UWGL can accomplish. Megan and Steph can help you identify top proven strategies that you can implement as part of your activities.

Our presentation(s) will be on: _______________ to whom? _______________
________________________ to whom? _______________

Our special events will be: ___________________________ on ____________ (date)
________________________ on ____________ (date)

Meetings and special events can be flexible to match the culture of your school / unit, but for maximum impact, be sure to invite Megan so we can showcase the work happening in the community and help you share real stories of people who are impacted.
Did you know UWGL can help you develop volunteer opportunities, from a one-time opportunity to a year-round calendar? Volunteering is a great way to get introduced to UWGL’s community impact efforts and create employee comradery!

The average gift of someone who donates is $331*.
The average gift of someone who volunteers and donates is over $2,000*.

#5 Schedule Your Volunteer Projects

Our volunteer projects are:

__________________________
__________________________
__________________________
__________________________
__________________________
__________________________

*national data
#6 Promote Vanguard Giving

Set a meeting designed to educate about the benefits of giving at the Vanguard Donor level.

**UWGL Vanguard Levels:**

- Pearl: $1,000 - $1,499
- Topaz: $1,500 - $1,999
- Sapphire: $2,000 - $3,499
- Ruby: $3,500 - $4,999
- Emerald: $5,000 - $9,999
- *Tocqueville Society:* $10,000+
#7 Communicate With Employees About Campaign

Consider using email, intranet sites, personalized letters, Outlook/calendar requests and UWGL materials to promote the campaign.

- Hang posters and flyers in prominent places to announce the UWGL Purdue campaign dates and important information. Be sure to have a single point of reference for employees to access campaign information.

- Make sure you have the following essential UWGL materials:
  - Brochures
  - Posters
  - Pledge cards
  - UWGT video

**Our communication plan**

We will send communications via:

- __________ on __________ (date)
- __________ on __________ (date)
- __________ on __________ (date)

We will hand out:

- __________________________
- __________________________
- __________________________

**Campaign Toolkit**

You can find the above materials and additional campaign resources here:
[https://www.uwlafayette.org/purdue/](https://www.uwlafayette.org/purdue/)
Ensure your employees have a positive campaign experience. Making them feel appreciated increases the likelihood they will remain engaged.

Our “Thank You” Plan:

We plan to offer these incentives:

_______________________________
_______________________________
_______________________________

We plan to say “thank you” by:

______________________________ (date) via
______________________________ (event, letter, etc.)
#9 Finalize Your Campaign

- Publicize your campaign’s end date and ensure all pledge forms are turned in by the deadline.

Results will be turned in to UWGL / Purdue by: ___________________________
#10 Stay In Touch!

Stay in touch with us… in person!
Megan and Steph are here to help year-round.

Stay in touch with us… online!
Follow us on Facebook, Twitter, and Instagram, and go to www.uwlafayette.org to sign up for e-newsletters!
Thank you for helping us Change the Odds!