

Suggestions for a Successful Campaign



BEFORE THE CAMPAIGN

- Think about your goals for the campaign as you review the [Campaign History graphs](#) for your worksite that were included in your coordinator folder. Would you like to increase the number of donors and/or increase the dollars raised? If you would like to discuss ideas on growing your campaign, please contact Julie at Community Shares (jhorst@communityshares.com).
- [Review](#) the campaign brochure and pledge form so you can answer questions from fellow employees. For more information about us, take a look at our [website](#).
- Please feel free to [call us](#) at (608) 256-1066 with any questions. We are always happy to help!

STARTING THE CAMPAIGN

- [Include a campaign presentation](#) at a staff meeting or invite staff to a special meeting about your workplace giving campaign.
- Call us to [schedule a speaker](#) – one of our [member nonprofits](#) and/or a representative of Community Shares of Wisconsin.
- If possible, [personally hand out pledge forms](#) to your co-workers. This increases the likelihood that they will participate. Note that the back of the pledge form also includes examples of the difference a few dollars a pay period or several dollars a month can make.

DURING THE CAMPAIGN

- [Send an email message](#) promoting the campaign. You may want to use some of the documents we've prepared. See the "[Sample Management Endorsement](#)" and "[Your Dollars at Work](#)".
- [Display](#) Community Shares [posters](#) in prominent areas.
- [Announce the campaign](#) in your company newsletter or on your Intranet (see the "[Sample News Article](#)"). You may also want to share one (or more) of the "[Recent Results](#)" from our member nonprofits.
- [Plan a special event](#) to raise money for the campaign. Your event may be as simple as a bake sale or as elaborate as a silent auction. Special events help raise the visibility of the campaign and may get more of your coworkers engaged.

AFTER THE CAMPAIGN

- [Send thank-you notes to](#) any campaign committee [volunteers](#). (Community Shares and our member nonprofits will send thank-you notes to all donors.)
- [Complete the report envelope and return it](#) along with all completed pledge forms, checks, and cash to Community Shares of Wisconsin, 612 W. Main St., Ste. 200, Madison, WI 53703. (See the [sample report envelope](#)). A blank report envelope is included with your campaign materials.) If your report contains a large amount of cash and you would prefer not to mail it, please call (608) 256-1066 to arrange for our staff to pick it up. Please return your report form by **11/1/11**.