

11 Steps to Run an Effective Campaign

- 1) Identify **Volunteers** from each Department to be Department Coordinator
- 2) Select **Start Date** and **End Date** with Department Coordinators
- 3) Conduct a brief **Planning Meeting** with Department Coordinators (30 min meeting)
- 4) Distribute **Pledge Cards** through Department Coordinators to all employees
- 5) Host an **Informational Meeting** for all employees (as simple as a 10 minute meeting at an existing staff meeting, or as involved as a special kickoff meeting)
- 6) **Remind** employees of campaign through e-mails, posters, reminders in meetings, etc. to return their pledge card to their Department Coordinator
- 7) **Collect** Pledge Cards from all employees through Department Coordinators
- 8) **Recognize** employees for their first campaign
- 9) Add **Incentives** like raffles for prizes and days off!
- 10) Hold **Special Events** like bake sales, ice cream socials, tricky tray drawings, etc.



11) And above all...
MAKE IT FUN!



GIVE. ADVOCATE. VOLUNTEER.