

Employee Campaign Leader Planning Checklist

Organization Name: _____ ECL: _____ Phone: _____
LE: _____ Staff: _____ Acct #: _____

- Sample letter of support from CEO and/or Manager to kick-off campaign (sample available)
- Corporate Gift – Matching YES / NO; Other gift – YES / NO
- Campaign committee: _____

- Goal setting: \$ Increase _____ % Increase _____ % Participation _____
- Campaign dates: Start _____ End _____
- Publicize campaign:
 - Posters
 - Flyers
 - Newsletter articles
 - E-mail
- Have FUN! Build community! Educate donors! Please see the *Little Book of Big Campaign Ideas* (contests, competitions between departments, bake sales, raffles, incentive giving, kiss a pig).
- Personalize pledge cards with pre-printed employee information
- Leadership giving campaign:
 - Identify leadership giving champion
 - Presentation to top and middle management & professional staff? Date: ____/____
 - Emerging Leaders presentation? Date: ____/____
- Group meetings:
 - # Meetings: _____ Dates: _____
 - Guest speaker: YES / NO Area of interest: _____
 - Video
 - CEO to attend group meetings & endorse campaign
 - Food at meetings
- One-on-one follow-up (ratio of 1 solicitor for 10 employees):
Identify solicitors _____
Training for solicitors? YES / NO Dates: _____
- Saying Thank YOU!
 - Thank you notes
 - Thank you event
 - Article in newsletter or employee intranet

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✓ Supplies Needed

	Quantity	Date Needed	Done
Leadership Books			
LIVE UNITED Corporate Pens			
Pledge Cards			
General Employee Pledge Cards			
Business Gift Card			
Pre-printed Pledge Cards			
Spanish Pledge Cards			
Posters			
Family			
Baby			
Children			
Custom with organization logo			
Goal Progress Poster			
Thank you			
What a Dollar Buys and Results Flyer			
Balloons			
Other Materials:			
1.			
2.			
3.			

Comments: _____

