

State Employees Charitable Fund Drive

Guidelines for Successful Campaigns



- **Make your own pledge.** It's easier to ask your co-workers to say, "I have made a contribution through the Charitable Fund Drive — will you join me?" If you are asking employees one-on-one, start with the people in your department you know best. This will help you build your confidence so you can then ask people who haven't given through the Fund Drive in the past.
- **Personally contact each employee in your department.** This is a good way to distribute the Fund Drive postcards. It's also the best time to talk to your co-workers about WHY they should consider making a payroll contribution through the Charitable Fund Drive. And, remember, just because someone hasn't given in the past doesn't mean they wouldn't if they were asked.
- **Use the online pledging website to encourage your co-workers to explore.** With more than 750 organizations, it is an opportunity to learn more about the services and resources available in the local community.
- **Help them think about what inspires them.** Start a conversation with a co-worker by simply asking them, "So, what do you really care about?" This is an easy way to engage your co-workers, many of whom may never have donated through the Fund Drive, to think about how they can help the causes and ideas they care about most.
- **Personal choice, not coercion.** Ask co-workers to consider making a gift through the Fund Drive, but don't pressure them. Your role is simply to make sure they're aware of the opportunity to give in a convenient way, and to help them find nonprofits they're most interested in supporting.
- **Know the facts.** You'll feel much more comfortable being a Coordinator if you understand how the Fund Drive works, the organizations in the campaign, and who to call if you (or someone in your department) need more information.
- **Post information about the Fund Drive on your agency's intranet or GovSpace site.** Think about the online conversation and information tools your co-workers already use, and remind them about the campaign in the forums you know they prefer to use.
- **Have a fun, educational event.** Departments in which the Coordinator throws a kickoff or other fun event typically see higher rates of participation and donation. Have an event to raise awareness of the Fund Drive and educate employees about their giving options.
- **Set up an informational table.** The Charitable Fund Drive has tabletop displays, which can be set up at your worksite in a high-traffic location for a few days and paired with brochures and other materials from the charities. This is a great way for your co-workers to get information about their giving options, at their convenience.
- **Bring speakers to your department.** Have a speaker at your kickoff event or staff meetings. Typically the speaker is from a Fund or Federation that receives funds from the campaign.
 - They can speak about a wide range of employee giving options on behalf of ALL the funds and federations in the campaign.
 - They can also speak specifically about the work their organization is doing in the community — simply contact your Campaign Management Organization to be connected with a great speaker.