



# Combined Charitable Campaign (CCC) Marketing Manual

How to Engage and Educate Employees about the CCC

August 2016

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# **CCC Coordinators Make a Difference!**

While the generosity of employees is pivotal to the State of Ohio Combined Charitable Campaign (CCC), it is truly the coordinators and key workers that make the campaign successful. Your dedication to making the CCC visible to employees and serving as a resource results in donations to the charities. This helps to provide for those in our community that need the opportunity to better their lives.

As we move into the 2016 campaign, this manual will help provide tools that can be used when talking with donors about participating in the Campaign.

We frequently hear from employees that do not participate in the CCC that no one has ever asked them to give. Or, they feel what they could give wouldn't be enough to make a difference. This manual will help you not only educate the staff but also have a better understanding of how to motivate and encourage participation in the CCC.

## **WHY BE A DONOR?**

What are reasons an employee would want to become a donor? Here are some of the top reasons that people cite as their motivator:

- Someone they know asked them to give and they wanted to help them.
- Felt emotionally moved by someone's story.
- Want to feel they are not powerless in the face of need and can help (this is especially true during disasters).
- Want to feel they are changing someone's life.
- Feel a sense of closeness to a community or group.
- Need a tax deduction.
- Want to memorialize someone (who is struggling or died of a disease, for example).
- It's a tradition in their family to give to charity.
- Want to be "hip," and support a charity that has become visible (i.e., wear a wrist band to support a cause).
- Makes them feel connected to other people and builds their social network.
- Want to have a good image for themselves/their company.
- Want to leave a legacy that perpetuates them, their ideals or cause.
- Feel fortunate (or guilty) and want to give something back to others.
- Want to be seen as a leader/role model.

**Remember:**

**People act from the heart, not the head.** Yes, your campaign has to show that it's a good steward of donor money and you need to reveal where all that generosity is going, but your appeal must contain more than numbers and pie charts.

**Giving is a personal act.** Notice any common thread in the list above? The people you serve are important, but make sure to put the "you" and "your" (why the donor should care) front and center.

**The act of giving is immediate.** Give your donors the opportunity to act here and now. Your relationship with them will be long-term, but their willingness to give is now - let them act on it.

**There are many reasons why people give.** When you're crafting your next fundraising appeal, take this list out and ask yourself if you've tapped into these reasons.

## **HOW TO GET STARTED**

Enthusiasm, creativity and planning are the main ingredients for running an exciting and educational campaign. Your efforts will help people who need it the most. Here are ten steps that will help you prepare for success:

### **10 STEPS IN BUILDING A SUCCESSFUL CAMPAIGN**

- 1. Be prepared with current information**  
Attend the CCC Coordinator training session in preparation for the campaign.
- 2. Secure leadership support and giving**  
Understand the levels of giving and the significance of successfully soliciting key executives and senior management as well as agency union leaders.
- 3. Follow campaign timelines and identify techniques**  
Set campaign timeline and commit to model campaign techniques based on your agency's potential. Your campaign liaison can be a resource to help you tailor ideas according to your agency's culture.
- 4. Recruit your campaign team**  
Recruit a campaign planning team to represent all areas of your agency.
- 5. Develop your plan**  
Meet with your campaign liaison and campaign team to establish a working plan.
- 6. Train your campaign team**  
Your campaign liaison will help train and educate your campaign volunteers, including committee members and/or key communicators.

## **7. Promote and educate, ask for pledges**

Explain to employees how the CCC benefits charities locally, nationally, and internationally. Use educational activities during the campaign and throughout the year. These can include group meetings, agency tours, campaign video, marketing publications and web-based resources.

## **8 Kick off your campaign**

Plan an agency kick-off event. You can invite federations to share information, bring a CCO rep to share the impact of your donations, or develop a fun staff event to get everyone started. Be sure to secure dates for the agency director's attendance. A key strategy for campaign success is your director's involvement. Their engagement shows staff that the campaign is important.

## **9. Announce results and say thanks, again and again**

Close your agency campaign and total your results with your campaign liaison. Publicize campaign results throughout the agency. Thank all donors and recognize all volunteers. **SAY THANK YOU!**

## **10. Establish year round communication** on the CCC's impact. Establish a CCC solicitation program for new hires through your HR department. Share news of CCC results through newsletters.

### **MAKING THE "ASK"**

#### Before the Ask

1. Be prepared: have all of your materials ready, Resource Guide, ePledge information and pledge cards;
2. Know the needs of your community and be familiar with the Resource Guide;
3. Know "what your dollars can be used for;"
4. Include employee testimonials; and
5. Know why you are participating and why your co-workers should participate.

### **CCC SOLICITATION TECHNIQUES**

#### **ePledge Online Donations – How to Market the Campaign**

The opportunity for employees to donate online is an efficient and easy process for pledging. Having the pledging opportunity go directly to the donor saves the use of many pledge cards and reconciliation time for the coordinator.

So, how do you connect with donors if they are doing electronic pledging? Here are some ideas:

- Hold Informational Meetings - Plan to pull together staff to talk about the campaign. Pass out pledge forms, it's still an opportunity to get the conversation moving and allow for questions. Even if they want to donate online, the pledge form will be a good reminder for the employee;
- Remind staff to look for the ePledge online reminders - Publicize the reminder dates at staff meetings so staff will expect the e-mails, they are also listed in the resource guide;
- ePledge Reminder Card – You will receive a stack of reminder cards that can be passed out to employees. Use this as a chance to connect with staff, thank them if they've already pledged and if they haven't, leave the card as a reminder; and
- Stickers - All campaign coordinators will be provided with stickers that say "Ask me about ePledge". This is a great way to get the conversation going with donors about online pledging.

### **Individual Solicitation**

- Prepare;
- Educate the donor about the CCC;
- Choice – more than 1,600 charities in the resource guide;
- Examples from co-workers, ask why they support the CCC; and
- Explain how the CCC affects the local/national/international communities.

### **Group Solicitation**

A group solicitation is the most effective way to get "the ball rolling" early in your campaign. It can be a convenient way to utilize top management support and to show the CCC video. It also gives the employees an opportunity to share their experiences with member charities.

### **THE 15-MINUTE GROUP SOLICITATION CAMPAIGN PLAN - WHAT IS IT?**

Employees are brought together in small groups for a 15 minute presentation about CCC. The presentation includes the top management person, your campaign liaison, a CCC speaker and a question and answer period. This method allows employees to hear a factual account of the CCC and have their questions answered. Finally, employees can be given the ePledge reminder card at the end of the presentation or can fill out a pre-printed pledge card. This can be during/at the end of a regular staff meeting.

### **HOW IT HELPS THE COORDINATOR**

The 15-Minute Campaign Plan Saves Time! This is an easy method to connect with employees about the CCC and motivate them to access ePledge after the meeting or fill out a pledge card before leaving. If you have computers available at the meeting, they can sign up online right at that time. When they understand what it is that they are being asked to contribute to, they will give generously.

## STEPS FOR SUCCESS

1. Announce the meeting(s) - Have management person invite employees to attend a 15-minute presentation.
2. Have ePledge information and pledge forms available – donors can choose to donate with either option.
3. Prepare the room - Make sure there are plenty of seats; computers if possible, have pens for filling out pledge forms.
4. Prepare in advance - set up and be ready to play the CCC video.
5. Have someone from management introduce the campaign portion of the meeting.
6. Guest speaker presentation/ appeal to give / questions and answers. Ask your Campaign Liaison for assistance with booking a speaker.
7. Return any pledge forms at the end of the presentation so follow-up time will be shortened. **Remember - the longer the campaign goes on, the less likely it is for a person to give.**

### SAMPLE AGENDA for Group Meeting

Welcome/CCC Endorsement by Management and Coordinator.....	2 Minutes
Video .....	5 Minutes
CCC Speakers/Questions & Answers by CCC Representative.....	4 Minutes
Employees ask questions and make pledges .....	4 Minutes
TOTAL = 15 Minutes	

## **ANSWERING QUESTIONS FROM EMPLOYEES ABOUT THE CCC**

Any time people are being asked to donate money to a campaign, you can expect them to raise questions and concerns. In many cases, the employee may not understand how the campaign works or could have a perception of how money is distributed. View this as an opportunity to talk about the campaign and provide information for the employee that will encourage them to participate in the CCC.

1. **BE READY:** Before you begin any solicitation, become familiar with the information in this manual and KNOW what the Combined Charitable Campaign is all about. Know your own feelings about the campaign and your reasons for supporting it. Believe in what you're about to do, and make your pledge to the campaign first.
  
2. **BE CONFIDENT:** Soliciting is not a difficult task, especially when you realize what a tremendous 'product' you have to 'sell.' Be proud to offer an opportunity to support the Combined Charitable Campaign. Your positive attitude and enthusiasm will be contagious.
  
3. **EXPLAIN:** Never assume that everyone knows about the CCC just because it goes on year after year and there is a lot of publicity during the campaign. Start your discussion on a positive, friendly note. Tailor your approach as much as possible to the person you are addressing. Give sincere and positive reasons why you support the campaign, and use the resource guide to show how CCC organizations are helping throughout the community.
  
4. **LISTEN:** Ask the employee to express his/her feelings to you. Each of us has questions and concerns, particularly when something affects our wallets. Answer his/her questions.
  
5. **SOLICIT:** ASK for a commitment. Promote payroll deduction as the easy way to give. Present the ePledge reminder card and offer a pre-printed pledge card so the donor can select the method they prefer to use when donating.
  
6. **SAY "THANK YOU"** Even to those who do not give. Accept a 'No' graciously because, after all, they were kind enough to listen. Your attitude at this critical point could have an effect on next year's giving.

## **Most common objections or concerns**

Coordinators from past CCC campaigns have identified the following list as the most common objections or concerns from employees:

- I don't have a lot of money to donate;
- I already donate to a favorite charity;
- How do I find out about the charities;
- I can't afford to donate every paycheck; and
- I've heard the charities use the money for their administration fees so the charities get very little of what I donate. I would prefer a charity with no administration rate.

It's important to know the answers to these questions so you feel comfortable talking with the donor. If you attend coordinator training, we will talk through these situations. If you did not get an opportunity to attend, your campaign liaison will meet with you prior to the start of your agency campaign and help provide information to ensure you feel comfortable with questions from staff. They can help with the best way to respond and also be available to answer questions from staff whenever you need assistance.

## **STRATEGIES 101**

As you assess last year's campaign with your liaison and consider what would work best for your agency this year, keep in mind these strategies:

### **Giving -**

- Create a challenge for leaders in your agency to surpass their own "personal best" from last year;
- Make the campaign fun for employees. If structured properly, the campaign can be a morale-booster, not simply a charity drive; and
- Mention the CCC donor recognition items around the activities and giving levels you want to encourage.

### **Increase Awareness**

- Use all venues of communication to publicize your campaign. The campaign materials provided will help you get the word out. Your campaign liaison can provide additional supplies as needed. Report campaign events and progress in your organization's newsletter or intranet. Encourage employees to visit the CCC Web site: [ohio.gov/ohioccc](http://ohio.gov/ohioccc);
- Use your campaign liaison to educate your staff about how the CCC invests in the local, national, and international community. Your campaign liaison can arrange for speakers to present at group meetings;
- You may also want to seek employees who have received help through an agency in the campaign and encourage him/her to speak about his/her experience at a group meeting. This will show other employees the CCC can help anyone – friends, neighbors, family members and co-workers; and
- Promote volunteerism throughout your organization.

### **Special Events**

- Plan special events toward the end of your campaign for your employees to attend and gather information. Special events make your campaign fun and create opportunities to educate staff about the CCC;
- Promote CCC in your organization on a year-round basis, not just during campaign time;
- Send weekly “did you know” e-mails to staff with quick bullet points about CCC and the member charities; and
- Display CCC marketing materials throughout your building during the campaign.

### **Increase Participation**

- Increase employee education through group meetings, agency speakers and agency tours;
- Solicit employees in a group or one-on-one. Use everyone on your campaign committee to personally contact all employees to ensure they receive a pre-printed pledge form, are reminded about ePledge and are asked to give;
- Encourage payroll deduction as the easiest way to donate;
- Establish realistic goals. If you can't employ all of the model campaign techniques in the first year, try adding just one or two at first and build on that the following year; and
- Implement a New Hires Program so all employees have an opportunity to participate. Contact the CCO to attend your orientations and talk about the CCC.

### **Offer Incentives (these vary by state agency and should have director approval)**

- Prime parking spot;
- Jeans Day/Week;
- Services by senior management (car wash, prepare lunch); and
- Donated incentive items from the CCO.

### **Saying “Thank You”**

- It is important to thank employees that donate and thank your campaign committee;
- Ask your director to host an appreciation event for the campaign committee;
- Create certificates of appreciation for each member of your committee;
- Highlight accomplishments with appreciation in newsletters and on intranet; and
- Give tokens of appreciation (those may be available from CCC).

## **HOW YOUR CONTRIBUTIONS ARE USED**

It is helpful to talk with employees about how their contribution could be used. More than 1,600 local, national and international charities are eligible to receive donations through the State of Ohio Combined Charitable Campaign (CCC). Contributions to these organizations provide help for education expenses, disaster relief, and research for cures from life threatening diseases, medical services, care for the environment and services to various ethnic communities. The following are examples of what donations will buy in the State of Ohio CCC.

### **Contributions may provide the following services:**

#### **\$1 per pay = \$26 annual gift:**

- Buys safety gloves and masks for a scientist working with dangerous biological agents in the fight against bioterrorism;
- Will buy two prostate screenings at free health screening booths;
- Will supplement more than 650 meals for hungry children in the U.S.; and
- Will provide diabetes risk tests for 500 individuals.

#### **\$1.50 per pay = \$39.00 annual gift:**

- Will pay for one hour for a child at camp; and
- Will buy one box of 150 Plumpy'Nut Nutritional Supplements for impoverished preschool children.

#### **\$2 per pay = \$52.00 annual gift:**

- Supplies food and medicine for a nest of American Kestrels;
- Buys a bus fare for a parent to visit his/her sick child in the hospital;
- Will send a diabetes information kit to a newly diagnosed individual; and
- Provides four trips to medical appointments for a person who cannot not otherwise transport him/herself.

#### **\$3 per pay = \$78.00 annual gift:**

- 3 hours of night-time community-street patrol, to promptly report suspicious activity and needed neighborhood repairs such as missing street signs;
- Pays for a cleft lip/palate surgery; and

#### **\$4 per pay = \$104.00 annual gift:**

- Can purchase 1,000 tree seedlings and planting equipment for a community;
- Provides 200 lbs. of dog food for an animal shelter; and
- Will buy goats or chickens to supplement livelihood for a family.

#### **\$5 per pay = \$130.00 annual gift:**

- Can plant more than 200 cedar trees for a habitat restoration project;
- Can provide free books and literacy resources to one child for an entire year; and
- Provides information booklets to new and expectant parents of a child with Down syndrome.

**\$6 per pay = \$156.00 annual gift:**

- Can prevent 75,000,000 pounds of carbon dioxide, the major contributor to global warming, from entering the Earth's atmosphere;
- Pays a teacher's salary for one month in Sudan; and

**\$10 per pay = \$260.00 annual gift:**

- Will provide an electronic monitoring kit for an individual with Alzheimer's Disease;
- Helps to purchase rain barrels for backyard conservation programs;
- Can provide a needy African person with a insecticide treated bed net to protect against malaria;
- Buys one year's worth of storage tubes for 1,000 serum samples to be tested in HIV research; and
- Allows an animal shelter to discount the cost of spay/neuter for 12 free-roaming cats.

**\$15 per pay = \$390.00 annual gift:**

- Provides the complete course of therapy for a severely malnourished child, from the brink of death to health (note: 95% of children treated do not require retreating).

**\$20 per pay = \$520.00 annual gift:**

- Buys a cow, providing valuable nutrition and income for a family in Central America; and
- Stops an eviction, foreclosure or utility disconnection.

**Be Creative and Ask for Help!**

Don't hesitate to be creative and come up with unique ideas that would work well within your agency. Take pictures of fun events that you hold and we can share your ideas and successes with other coordinators and key workers.

This is a team effort! We are here to help. Call the Campaign Coordinating Office or your campaign liaison anytime and we will be happy to assist you.

**THANK YOU!**

**We appreciate all you do to support the State of Ohio Combined Charitable Campaign. YOU make the difference!**

**If you have questions, please contact:**

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