



Campaign Marketing Manual August 2014

How to Engage and Educate Employees about the CCC

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Your Role as a CCC Coordinator Makes a Difference!

As coordinators and key workers, you are the backbone of the State of Ohio Combined Charitable Campaign and your efforts are so appreciated! You truly make the difference and your hard work has helped to provide for those in our community that need the opportunity to better their lives.

As we move into the 2014 campaign, this manual is to 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:

1. Someone they know asked them to give, and they wanted to help them
2. Felt emotionally moved by someone's story
3. Want to feel they are not powerless in the face of need and can help (this is especially true during disasters)
4. Want to feel they are changing someone's life
5. Feel a sense of closeness to a community or group
6. Need a tax deduction
7. Want to memorialize someone (who is struggling or died of a disease, for example)
8. Was raised to give to charity—it's tradition in their family
9. Want to be "hip," and supporting this charity (i.e., wearing a yellow wrist band) is in style
10. Makes them feel connected to other people and builds their social network
11. Want to have a good image for themselves/their company
12. Want to leave a legacy that perpetuates them, their ideals or cause
13. Feel fortunate (or guilty) and want to give something back to others
14. 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 impart 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" (i.e. the donor and why s/he 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 CCC Coordinator training session in preparation for the campaign.
- 2. Secure leadership and 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 education, 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. They include group meetings, agency co-coordinators and tours, campaign video, publications and web-based resources.
- 8 Kick-off your campaign**
Plan an agency Kick-off event. Be sure to secure dates for the agency director's attendance.
- 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 CCC newsletters.

Making the "Ask"

Before the Ask

- Be prepared: have all of your materials ready, Resource Guide, pledge cards, ePledge information
- Know the needs of your community and be familiar with the resource guide
- Know "what your dollars can be used for"
- Employee testimonials
- Know why you are participating and why your co-workers should

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.

However, not having pre-printed pledge cards does eliminate some of the opportunities to talk directly to the employee. So, how do you connect with donors if they are doing electronic pledging? Here are some ideas:

- **Hold Informational Meetings** - Still plan to pull together staff to talk about the campaign. Even though you are not passing out hard copy pledge cards, it's still an opportunity to get the conversation moving and allow for questions.
- **ePledge Reminder Card** – you will receive a stack of reminder cards that can be passed out for 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.
- **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
- Present the case
- Educate the donor how the CCC charities can help the causes he/she believes in
- Choice – 1,700+ charities
- Examples from co-workers
- 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.

- Welcome the group
- Allow management to kickoff the meeting to show his/her support
- Federation speaker
- Show video
- Make the ask
- Express thanks
- Allow for pledging at the meeting
- Make a 100% ask

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 hard copy pledge card. This can be during/at the end of a regular staff meeting.

HOW IT HELPS THE COORDINATOR

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 available and hard copy pledge cards available. While the online system is available, we want to encourage staff to donate and hard copy pledge cards are still available.
3. Prepare the room - Make sure there are plenty of seats; computers if possible, have pens for filling out pledge cards.
4. Prepare in advance - set up TV/VCR to 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.
7. Return any hard copy pledge cards 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
CCC Speakers/Questions & Answers by CCC Representative.....	4 Minutes
Video	6 Minutes
Employees ask questions and make pledges	3 Minutes
TOTAL = 15 Minutes	

Handling questions from employees about the CCC

Any time people are being asked to donate money to a campaign, you can expect there to be questions and sometimes 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. Try to determine whether there is truly an objection or just an excuse. (Excuses can be turned around in a positive way to show a reason for giving.)
5. **SOLICIT:** ASK for a commitment. Promote payroll deduction as the easy and painless way to give. Present the ePledge reminder card or offer a hard copy pledge card for signature.
6. **SAY "THANK YOU"** Even to those who fail to give. Accept a 'No' graciously because, after all, they were kind enough to listen. Your attitude at this critical point could have an affect on next year's giving.

Most common objections

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 what about the charities?
- I can't afford to donate every paycheck.
- I 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 0% administration rate.

It's important to know the answers to these questions so you feel comfortable talking with the donor. Talk these through with your campaign liaison prior to the start of your agency campaign.

Strategies 101

As you assess with your campaign liaison about the campaign last year and 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.
- 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. Use the campaign materials provided to you by the CCC such as posters, brochures, sample e-mail messages, video and success stories. Report campaign events and progress in your organization's newsletter or intranet. Encourage employees to visit the CCC Web site: www.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 that CCC can help anyone – friends, neighbors, family members and co-workers.
- 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 help educate people.
- Promote CCC in your organization on a year-round basis, not just during campaign time. Encourage employees to visit the CCC Website all year long for updates on success stories and campaign results.
- Send weekly “did you know” e-mails to staff with quick bullet points about CCC and the member charities.
- Display CCC posters throughout your building during the entire year.

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 pledge form and are asked to give.
- Encourage payroll deduction as the easiest way to give.
- 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.
- Implement a New Hires Program so all employees have an opportunity to give. Contact the CCO to receive a PDF version of the new employee pledge card to handout at orientations.

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)
- Donated incentive items from the CCO

Saying “Thank You”

- It is important to thank employees that donate and thank your campaign committee.
- Ask Director to host an appreciation event for campaign committee
- Create certificates of appreciation for each member of your committee
- Highlight accomplishments with appreciation in newsletters and on intranet
- 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. Approximately 1,700 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. 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
- will provide diabetes risk tests for 500 individuals

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

- pay for one hour for a child at camp
- 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
- 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 cleft lip/palate surgery
- will pay for one day for a child at camp

\$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
- 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
- Provides information booklet 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
- you can donate a "qurbani" of fresh meat to feed seven needy families in the United States, or up to 40 people

\$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
- allows an animal shelter to discount the cost of the spay/neuter for 12 free-roaming cat

\$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
- 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!