Campaign Coordinator Checklist

□ **Attend Coordinator Training** and learn all you can about the campaign.

□ **Obtain Support** – Confirm your Head of Office's visible support and participation.

- Send Endorsement Letter to All Employees: Date_____
- Will Speak at: Event/Meeting_____ Date_____
  Event/Meeting_____ Date_____

□ **Build a Team**

- Assemble Key Workers (select one Key Worker per 15-20 employees)
- Recruit strong, enthusiastic people to help with the campaign
- Train Key Workers on how to make The Ask (can partner with LE)

□ **Set Goals** Money Raised $_____ Participation _____%

□ **Promote Campaign and Educate Employees**

- Display goal thermometer posters and event flyers in public areas and offices
- Send out emails (see sample email blasts in your Coordinator Handbook or at www.cfcLouisiana.org)
- Utilize all forms of communication available: agency website, newsletters, TV, PA system, etc.
- Distribute paper pledge forms, incentives, thank you cards and Key Worker envelopes for Key Workers' use.

□ **Plan to Utilize Charity Speaker and/or Charity Fair** at meetings and events (request forms available at www.cfcLouisiana.org)

□ **Have the Goal of "100% Asked"**

□ **Follow up**

- Go back to co-workers and collect completed paper pledges
- Ask remaining if they have looked over materials and would consider contributing
- Review paper pledges and prepare for LE pick-up

□ **Say Thank you!**

- Make certain that all donors have been given a Thank You card
- Send messages to all employees giving campaign results and thanking those who gave
- Thank your team members