



2020 CAMPAIGN COORDINATOR INFORMATION

THANK YOU!!! We appreciate your work on this campaign and facilitating employee contributions to charities in Greater Cleveland. We could not do our work without you and appreciate your time and talent that you give. **Our staff is here to help you make the most of the campaign and meet your goals, so please don't hesitate to ask for anything you need.**

FIRST STEPS

- Set a start and end time for the campaign (i.e. November 1- December 15), coordinated with your payroll dept.
- Decide if your campaign will be paper, online or a combination. **Shares sets up an online site free of charge and also offers mobile text to give for virtual campaigns. Due to COVID-19, we prefer and recommend online gifts this year.**
- Complete and return to Shares the *2020 Annual Workplace Campaign Information Form*.
- Confirm delivery of materials; **if running a virtual campaign, they will be emailed to you.**
- If you have questions, or need more materials (also available at www.communityshares.org), call 216-361-9920 or email miranda@communityshares.org.

CAMPAIGN KICKOFF

- Plan and announce a fun kickoff event! See our *2020 Campaign Events* handout for new virtual and socially distant ways to kick off your campaign. **Shares staff is also available to help brainstorm ideas!**
- Invite staff to a special, virtual informational meeting about the campaign or incorporate a presentation into one of your regular staff meetings.
- Call us to schedule a **virtual speaker** – Shares staff and/or a representative of one of our member agencies. The speaker can be very brief, from 3-10 minutes. Hearing from one of our members is a great way to learn how their donations make a difference in the community. It's also very effective to have one of your own employees speak about an agency they support. **We can do this live via Zoom or record a video to embed in an email.**
- If working remotely, consider mailing pledge forms sending personalized emails to your employees. We usually recommend personally distributing pledge forms to your co-workers because it increases the likelihood that they will participate in the campaign. People will give and participate if they are asked, so you must ask!
- Incentives: We can provide you with giveaways (pens, key chains, etc.) and other prizes with advance notice.

DURING THE CAMPAIGN

- If you're working in the office, display Community Shares posters in prominent areas.
- Announce the campaign in your company newsletter or on your Intranet.
- Send email messages promoting the campaign. We'll be happy to supply you with email videos or announcements. Some worksites do this weekly or at key intervals in the campaign.
- If you have a large office, consider a socially distant game or contest to add excitement and competition among employees. Again, see our *2020 Campaign Events* handout for new and virtual ideas!
- Talk with colleagues about Community Shares, social justice and your hopes for the future of Cleveland.
- Schedule weekly drawings of returned pledge forms. Begin now to collect small prizes from area businesses, from co-workers, management, or Shares. The earlier the pledge form is returned, the more chances to win prizes! We can help supply you with prizes, subject to availability.

AFTER THE CAMPAIGN

- Send "thank you" notes to any campaign committee volunteers. Hang up "thank you" posters in the office, or in emails.
- Send an email to employees congratulating everyone for participating and announce the total raised.
- Collect all pledge forms and complete the campaign report form with a summary of pledges and donations. **Make copies of the pledge forms for your records.** If you had online or mobile gifts, contact Shares for the list of those donors and list them on your envelope. Then, call Shares at 216-361-9920 to pick up the envelope.
- **IMPORTANT:** Give copies of the pledge forms to your payroll contact so they can make the actual deductions from payroll. If you have online or mobile donations contact Shares to let them know to send the online summary to you, and then you send that to your payroll contact as well. If you have any questions or need assistance please do not hesitate to email our Campaign & Membership Manager, Miranda Moulton, at miranda@communityshares.org.