

# 10 Steps to Success

## How to lead a successful SECC fundraising campaign

### 1 Research

- ✓ Review past campaign results:
  - Total amount pledged
  - Number of contributors
- ✓ Evaluate prior year's strengths and weaknesses regarding:
  - Committee members
  - Labor participation
  - Solicitor recruitment and training
  - Publicity, events, and incentives
- ✓ Know the participating charities and their services that will appeal to your colleagues.

### 2 Agency Leadership

- ✓ Meet with your Department or Agency head to discuss the objectives of the campaign and the employee goal.
- ✓ Chart a schedule of events for the leadership of your Department/Agency to attend:
  - Committee Meeting
  - Training
  - Department Kick-Off
  - Promotional Activities

### 3 Recruit an SECC Department Committee

- ✓ Identify employees to serve on the committee:
  - Management
  - Organized Labor
  - Support Staff
  - Communications Staff

### 4 Set Objectives

- ✓ Increase the number of Captains to...
- ✓ Increase the Average Employee Gift to \$...
- ✓ Increase the number of Contributors/Overall Participation to...
- ✓ Increase the number of employees using payroll deduction to...

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## 5 Promotional Activities

- ✓ Utilize Department/Agency Newsletter to publicize the campaign (memos, E-mails, intranets, etc.)
- ✓ Place SECC campaign posters on bulletin boards and other visible areas.
- ✓ Stimulate friendly competition among employees and/or locations.

## 6 Captain Enrollment and Training

- ✓ Orientation
  - Enroll captains to assist employees and with events at the various locations.
  - Discuss programs and services of each participating SECC charity.
- ✓ Training
  - Trainings can be in person and/or virtual.
  - Outline the campaign goals, objectives, and plans.
  - Explain the importance of designations.
  - Utilize prepared training on the Resources for Chairs and Captains website.
  - Close the session with a request for a gift from each captain.

## 7 Campaign Kickoff

- ✓ This is the most effective way of creating campaign awareness.
- ✓ Kick-offs generate enthusiasm!

## 8 Solicit

- ✓ Start solicitations immediately *after* campaign kick-off.
- ✓ Ask employees for a pledge.
  - Do not just pass out pledge cards but make the solicitation a personal one.
- ✓ Tell employees who do not wish to contribute to fill out a pledge card and mark the box for "I do not wish to contribute," or direct them to make the same selection in ePledge.

## 9 Report Progress

- ✓ To agency leadership
- ✓ To co-workers
- ✓ To SECC
- ✓ Keep lines of communication open
- ✓ Maintain momentum

## 10 Say "Thank You"

- ✓ Send thank-you notes to all captains and contributing co-workers.
- ✓ Hold a Recognition Event to award campaign workers with tokens of appreciation (e.g., personalized certificate).
- ✓ Have agency leadership thank your agency employees for contributing.

### Learn More:

For more fundraising resources, visit:

[secc.delaware.gov](http://secc.delaware.gov)