

Step Six - Employee Group Meeting:

- A. Group solicitation is the easiest way to share the CFC message with the most people.
- B. Employee Group Meeting Agenda
- * Agency Director opens the meeting and explains why the agency supports the campaign. The Agency Director is most effective when s/he shares why s/he personally gives to the CFC and offers a personal testimony. The Agency Director can also share the community-wide goal and the agency's goal. The Employee Campaign Manager should be introduced.
 - * The ECM presents other pertinent facts about the CFC.
 - * Testimonials from employees arranged in advance (OR)
 - * An agency speaker comes to highlight a charity
 - * ECM shares what the Agency's goal is, due date, incentives and location for submitting pledge cards, etc.
 - * Agency Director or ECM thanks employees for their pledges.

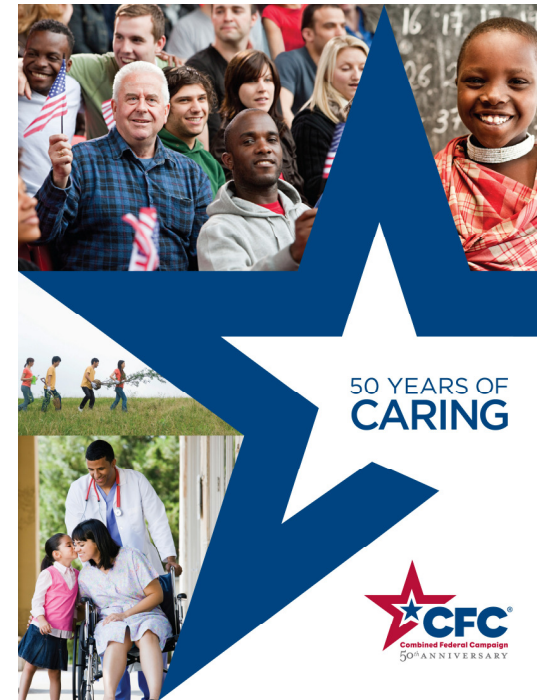
Step Seven - Follow Up:

- A. Follow up in person with each individual who did not attend the rally. Present the pledge card and tri-fold brochure.
- B. Communicate a deadline for giving and a location to turn in pledge cards. Personally visit anyone who did not turn in a pledge card by the deadline. Whether or not they choose to give, by turning in the pledge card, you know they made a decision. Divide the follow up among your committee.

Step Eight - Report your Results:

- A. Your campaign report supplies will include the Agency Report Envelope, the Employee Summary Report, and the Award Information Form.
- B. Complete the face of each Agency Report Envelope submitted to the CFC office.
- C. Complete the Employee Summary Report.
- D. Complete the Award Information Sheet. It is important for personal recognition, award distribution, and invitation to our luncheon in the spring that everyone giving \$100 or more is listed.

Return all to: Sioux Empire Combined Federal Campaign
c/o Sioux Empire United Way
1000 N. West Avenue #120
Sioux Falls, SD 57104-1314



Steps to Success

Thank you for accepting the appointment as your agency's Employee Campaign Manager! The role of the Employee Campaign Manager (ECM) is a significant role. You are responsible for giving every federal employee in your agency the opportunity to participate in the 2011 Combined Federal Campaign!

The success of the Combined Federal Campaign within the agency will depend on the ECM's *leadership, perseverance, imagination and organizational ability*. Plans for a fast and thorough campaign can be quite simple, or highly complex, depending on the size and nature of the agency - but in either case, they will require effective administration and the complete cooperation of their associates. Good luck!

THE CAMPAIGN STEPS

- Confirm Agency Director Support
- Organize your Campaign
- Organize and Prepare Your Campaign Supplies
- Publicize
- Review your Payroll Deduction Plan
- Schedule Employee Group Meetings
- Follow Up
- Report your Results



Step One - Talk with your Agency Director to:

- A. Review Steps to Success.
- B. Review last year's campaign results in light of total potential giving. Work with the Agency Director to set a goal. Set a dollar and participation goal.
- C. Get authorization for employee group meetings.
- D. Solicit, in person or by letter, current and potential leadership donors prior to the general employee campaign. This group solicitation could take place at a meeting of the agency's key supervisors.
- E. Make the first gift. By being the first to give, the Agency Director is able to say, "Please join me in giving generously to the Combined Federal Campaign."
- F. Determine how to thank employees for their previous support of CFC. Share your agency's results from last year.
- G. Send a letter to all employees in advance of the employee campaign. The letter should be signed by the Agency Director and indicate her/her personal support.
- H. Exhibit evidence of personal interest in your agency's campaign results through participation in campaign events and a personal thank you to agency personnel at the conclusion of the agency campaign.

Step Two - Organize your Campaign:

- A. Recruit a campaign committee to help with the planning and implementation of the campaign. Every department of your Agency should have someone on this team.
- B. Build a timeline to ensure there is enough time to solicit and follow up with each employee. Determine a deadline and work backwards. Campaign needs to be completed by November 18 and turned into the CFC office by December 15.
- C. Find people in your agency who have been helped by a CFC agency. Check to see if they will give a testimonial at the employee group meeting. Arrange for those testimonials well in advance of the employee group meeting.
- D. Secure the CFC video from the CFC (United Way) office at 336-2095.
- E. **Have fun** with your campaign!!



Step Three - Organize and Prepare Campaign Supplies:

- A. Supplies will be available to you at the CFC kickoff. The quantity of each item will be based on your total number of employees:

Pledge Cards	1 per employee
Agency Listing	1 per agency. Make copies if needed.*
Brochure	1 for every employee
Incentives	Available at kickoff
Posters	1 per agency
Thermometers	1 per agency

- B. Personalize each pledge card with name and location for each employee.

*Please let employees know that a complete Agency Listing can be found at www.siouxempirecfc.org.

Step Four - Publicize:

- A. Your CFC campaign needs to be publicized within your agency. Begin with your own ideas....pictures and stories in your agency publication, thermometers in high traffic areas, messages over your public address system.
- B. Make full use of all CFC materials available from the CFC (United Way) office. Campaign posters can be displayed extensively and campaign brochures can be distributed to all employees prior to your campaign (with a letter from the agency director or through special internal distribution).

Step Five - Review your Payroll Deduction Plan:

- A. If your agency has not made use of a payroll deduction plan for CFC pledges, you can improve results greatly by encouraging employees to start giving through payroll deduction because it is available.
- B. If a payroll deduction plan is presently in effect, take a close look to be sure it is complete and has been widely accepted.

In either case, be sure to sell the idea and importance of generous giving and payroll deduction pledges through campaign promotion and payroll.

Deductions should be made every pay period. Payment of a generous pledge is easiest when the smallest amount possible is regularly deducted over a full 12-month period.

- C. As an ECM, check all pledge cards to ensure copies have been sent to the payroll office.

