

Ten Steps to Running a Smashing Campaign

STEP ONE: Looking in the rear-view mirror

You know the GUY who when you're brainstorming in a meeting always asks "what did they do last year?"

Welcome, today -- you're that guy...

Take some time to meet with last year's coordinator. Find out what people loved, what was a success or what needed something new and different.



Making It Happen...

Analyze past data: Increasing the % of any of the following areas can have an extraordinary impact on your company's campaign.

| Data | Last Year's Results | % Increase This Year | Goal For This Year |
|--|---------------------|----------------------|--------------------|
| How many contributors were there? | | | |
| What was the total amount raised? | | | |
| What was the average gift? | | | |
| What is the company per capita? | | | |
| How many gave through payroll deduction? | | | |
| What was the participation rate? | | | |

Other things to think about:

- Was a goal set? What was it? \$_____
- Was the goal achieved? yes no
- What do you recall from the last campaign... what sticks in your mind? _____
- Who served on the campaign committee? _____
- Where group solicitations done or were people asked one-on-one? _____
- What was the campaign theme, if any? _____
- What publicity events took place? _____
- How did management gifts compare to overall giving from others? _____
- What percentage of employees were leadership givers? _____