



NEW HAMPSHIRE

State Employees Charitable Campaign

ELEMENTS OF A FULL CAMPAIGN

- Campaign coordinator training
- Organization of campaign team
- Establishment of a goal
- Department Head letter of endorsement
- Agency tours
- Internal publicity
- Separate executive solicitation
(Golden Dome Circle)
- Employee meetings - Group solicitation
- New hires program
Contact retirees
- Wrap-up: awards and thanks

CAMPAIGN COORDINATOR RESPONSIBILITIES

- Select the campaign team
- Implement your department's
campaign strategy
- Establish a campaign calendar
- Organize the meetings
- Manage the campaign
- Copy the payroll deduction pledge
forms and give them to your payroll
person
- Report the pledges by sending the
completed campaign envelope to
United Way
- Follow up
- Improve campaign

Making New Hampshire a better place for all of us