

WELCOME!!

Congratulations on being chosen as a volunteer for the 2010 New Hampshire State Employees Charitable Campaign. You are the key to the success of your department's campaign. On behalf of those who need your help, thank you for your support.

You've been selected for this important effort because of your ability to get things done. It's a great honor, but also a two-fold responsibility: tens of thousands of people statewide are counting on your help to improve their lives, and your co-workers are looking to you for leadership in this philanthropic endeavor. Your role will allow you the opportunity to enhance your leadership skills while building a stronger, healthier State.

Remember, you are not in this alone. You can rely on the State Management Team of volunteers to help you conduct a successful campaign. United Way of Merrimack County is administering the campaign for the State and the other United Ways and independent organizations are eager and willing to help in their parts of the State. Our management team will assist you with training, presentations, rallies, and events, and this handbook is designed to help you run your campaign.

Thank you for your support of the New Hampshire State Employees Charitable Campaign. We look forward to working with you to ensure a better life for all of the citizens in New Hampshire.

Sincerely,



George Copadis
2010 Campaign Chair
Commissioner of Labor

2010 MANAGEMENT TEAM MEMBERS

George Copadis, 2010 Campaign Chair
Commissioner of Labor

Craig Bulkley, Liquor Commission
Kevin Clougherty, Department of Revenue
Jacquie Colburn, Department of
Environmental Services
Lisa Currier, NH Department of
Corrections
Kathleen Desmarais, DHHS
Office of Public Information

Kathy Gelinis, Administrative
Office of the Courts
William Hauser, Department of
Transportation
Kris Neilsen, DHHS
Shannon Reid, NH Community Colleges
Evie Taft, Liquor Commission
Richard Tracy, Department of Justice

GETTING STARTED

* *Get the Department Director to Support You.*

The support of your Department Director is vital to a successful campaign. Ask him or her to do the following; you will greatly improve your results.

- * Send a letter to all employees announcing your campaign role.
- * Approve campaign goals and objectives.
- * Actively support the campaign by attending the kick-off, special events, and award ceremonies.
- * Conduct a separate solicitation of all key staff and directors.
- * Personally thank all volunteers in your department or agency.

* *Recruit a Campaign Committee.*

Select the best possible campaign committee. Recruit representatives from all levels within the organization; have your Department Director approve the committee members you have selected. Consider recruiting people to help you with promotions, training, and the payroll aspects of your job. Ask anyone whose talents could be useful in the campaign. In small agencies, the committee could also act as your key workers.

In the early stages of planning your campaign, poll committee members and others in the department to get their input. This group could provide important suggestions regarding the focus of your campaign.

PLANNING YOUR CAMPAIGN

* *Develop a Campaign Strategy.*

SET GOALS. Based on your knowledge of past approaches, the participation last year, the amount raised, and the economic changes in your organization, identify problems or strengths that may affect your campaign. Set a reasonable, but challenging, goal for the total amount of money to be raised. Look at past participation levels and set participation goals for your department/division as well. **Plan incentives to help meet goal.**

PLAN YOUR SOLICITATIONS. Discuss with a member of the Management Team what form your solicitations will take. **A group solicitation of employees is the preferred method.** It ensures that the potential contributors aren't singled out or made to feel pressured, and promotes organizational pride in the New Hampshire State Employees Charitable Campaign. **One-on-one solicitations** give the volunteers an opportunity to respond to specific questions a potential donor may have about the campaign; however, a one-on-one solicitation requires more time, and highly trained volunteers. A Management Team member can help you decide which method of solicitation is best for your department/division.

RECRUIT VOLUNTEERS. Determine how many volunteers you'll need to operate your campaign. If you are considering one-on-one solicitation, recruit one key worker for every ten employees in your department/division. If you will be running a group solicitation, consider one key worker per 25-30 employees.

* *Develop a Campaign Schedule.*

You need to plan and schedule your solicitation for a short period of time. The less time the cards are out, the higher your results will be. **The campaign dates for the 2010 New Hampshire State Employees Charitable Campaign are April 14th through May 31st.** A successful campaign will begin as early as possible to allow for unforeseen difficulties and delays. A suggested timetable is as follows:

Immediately after Coordinator Training:

- * Set campaign goals for amount to be raised and levels of participation.
- * Schedule dates for department kickoffs, group meetings and solicitations.
- * Notify key people of dates and times.
- * Schedule a speaker or film for group meetings.
- * Plan campaign incentives.
- * Get promotional materials.

1-2 Weeks before the actual campaign:

- * Plan group events.
- * Begin promotion in the workplace.
- * Confirm date, time and location of group events.
- * Send letter from your Department Director (sample enclosed) endorsing the campaign and announcing group meeting times and locations.
- * Count your supplies to make sure you have enough.
- * Make sure pledge cards are correct. Add names of new/missing employees to blank cards.
- * Remind employees of group events.

PROMOTING YOUR CAMPAIGN

* *Create a communications plan.*

Providing accurate, interesting information makes the job easier. The employees of your agency will give more generously if they are well informed about the services the Charitable Campaign agencies provide. Your **communications plan** should be developed and implemented by you and your campaign committee, and should include the following:

- * Develop a strategy for raising awareness of the campaign and how the NH State Employee Charitable Campaign dollars work around the state throughout the year.
- * Plan a kick-off and other special events.
- * Plan for and design necessary communications materials, if necessary.
- * Report campaign progress to employees.
- * Develop and conduct a thank you program.

* *Use Available Communication Resources.*

TOURS AND FILMS. Touring an agency that benefits from our dollars can be a heartwarming and eye opening experience. Encourage your Department Director to endorse these tours, which can be tailored to meet your department/ division's interest, time, and location requirements. Tours can be arranged by calling the agency contact person listed in your Speaker's Guide, or by calling a member of the Management Team. If taking employees out on tours is not feasible, consider the following:

- * Invite a speaker from an agency to your rally. Speakers can make agencies come alive in a personal way.
- * Show the State Employees Charitable Campaign Film 2010 which is just 5 minutes long.

POSTERS, PUBLICATIONS, AND OTHER COMMUNICATIONS. Use bulletin boards to post announcements about tours, guest speakers, meetings, and rallies. Display your campaign's progress poster in prominent places.

If your department/division has a newsletter or magazine, work with the editor to publicize the campaign. The United Way can provide ready-to-print news releases and ideas for human interest stories. Call Scoop Welch (224-2595) for information or email at scoopw@unitedwymc.org.

If your department/division does not have a formal newsletter, consider creating one for the campaign. It can be as simple as a memo with news about the campaign progress and examples of how contributions help. E-mail is also a good way to provide regular updates and information about the campaign.

RUNNING YOUR CAMPAIGN

* *Conduct the Solicitations.*

A successful group solicitation will include 25 - 30 employees, and will utilize the following suggested agenda, which will take a total of 10-20 minutes:

GROUP MEETING DAY

- * **Set up.** Set up meeting room. Have pledge cards, ballpoint pens, and contributors' brochures ready. Make sure equipment is working.
- * **Greet attendees.** Distribute brochures and pledge cards to all personnel at the beginning of the meeting. Have enough pens available for everyone to fill out their pledge cards.
- * **Give welcoming remarks.** Ask your Department Director to say a few words about the importance of the New Hampshire State Employees Charitable Campaign, to speak about the departmental goal, to encourage giving, and to personally promote the campaign.
- * **Make a presentation.** You or a member of the Management Team or a representative from the United Way can make a brief presentation about the pledge cards and incentives.
- * **Feature an agency speaker.** Stories from agency representatives about where and how the dollars are used makes the gifts more meaningful.
- * **Show the film.**
- * **Ask for pledges.** It is important to ask the attendees to consider a gift, and to consider using payroll deduction. You, the United Way representative or the Management Team member can do this.
- * **Open the floor to questions.**
- * **Thank everyone** for their time, and their support of the New Hampshire State Employees Charitable Campaign. People should deposit their pledge cards in a box as they leave the meeting, or should be informed about where to bring their completed cards.

Within 1 Week After Solicitation Meeting

- * Meet with your volunteer campaign committee.
- * Follow up with employees who missed the meeting.
- * Collect any unreturned pledge cards.
- * Follow through with, and publicize incentives.
- * Implement employee thank-you program.
- * Report results to United Way.

* ***Stay Involved.***

Throughout the campaign, it is important for you to be visible and participate in the campaign activities.

- * Keep key groups informed of the campaign progress.
- * Meet with your campaign committee regularly.
- * Represent your organization at the community kick-off, report meetings, and awards meetings.

It is also important to follow up on all the details of running a successful campaign, including:

- * Report results to United Way of Merrimack County.
- * Report the results to the employees.
- * Compute award qualifications.

WRAPPING UP YOUR CAMPAIGN

* ***Say THANK YOU.***

It is important to thank both your volunteers and donors for their participation in the New Hampshire State Employees Charitable Campaign. You should issue a congratulatory release for publication in brochures or newsletters, and personally acknowledge your volunteers for their help.

A few ideas for thanking workers/supporters are:

- * Post results on bulletin boards.
- * Use thank-you ads and articles in newsletters and bulletins.
- * Hold thank you and recognition receptions for key volunteers.
- * Reward top volunteers - either through pre-set incentives or in a door prize drawing.
- * Ask your co-workers to donate a "favor," such as a certificate for a homemade apple pie, to be used as incentives.

* ***Give out awards.***

Award ceremonies are important to every campaign. They provide an opportunity to thank everyone involved and to continue the good will generated by the campaign. The following award categories are suggested:

Achievement Awards: 10-24% increase
 25-49% increase
 50-74% increase
 Over 75% increase

Participation Awards: 70-79% participation
 80-89% participation
 Over 90% participation

* ***Conduct a Campaign Critique.***

Key workers, Management Team Members, and a select range of donors should meet at the end of the campaign to discuss the following points (at least):

- * What would you like to see more or less of?
- * What was great?
- * What was missing?
- * Analyze the numbers from the tallies and reports; did you meet your goal? If not, what factors had your committee not discussed or taken into consideration?
- * Was the campaign operated in too long or too short a time frame?
- * Were your volunteers properly trained and motivated?

A report on the campaign shortly after it is over will be invaluable for the next campaign.

You now understand what the New Hampshire State Employees Charitable Campaign is and what you need to do to conduct an outstanding campaign. Feel free to use any of the information "as is" or to customize it for your own use.

If you have any questions, please contact Scoop Welch (New Hampshire State Employees Charitable Campaign Administrative Coordinator) at 224-2595 or email at scoopw@unitedwymc.org.

THANK YOU!