



Steps to Success Checklist

STEPS	  Date Completed
<p>1. Analyze last year’s campaign results</p> <p>Meet with last year’s campaign coordinator and determine what worked well and areas for improvement. Determine initial goals & strategies.</p>	<hr/>
<p>2. Involve your Agency Head/Commanding Officer</p> <p>Ask you Agency Head/Commanding Officer for his/her support of your goals and strategies.</p>	<hr/>
<p>3. Organize a campaign committee</p> <p>Recruit 1 keyworker for every 20 employees to assist with campaign promotions and solicitation.</p>	<hr/>
<p>4. Train your committee</p> <p>Hold a 1 hour orientation meeting for keyworkers to cover goals, how to complete pledge form, making “the ask” and reporting results.</p>	<hr/>
<p>5. Promote the campaign</p> <p>Promote the campaign utilizing all resources: Letter/e-mail from agency head, newsletter, keyworkers, e-mails, posters, flyers, bulletin boards, charity speakers, video, staff/all hands meetings.</p>	<hr/>
<p>6. Make it fun</p> <p>Hold a kickoff rally and utilize prizes to encourage participation and early submission of pledge forms.</p>	<hr/>
<p>7. Ask for the Pledge</p> <p>Encourage keyworkers to conduct direct one-on-one solicitation of your employees or hold a brief rally during a scheduled all staff/hands on meeting.</p>	<hr/>
<p>8. Report your results and thank all volunteers and donors.</p> <p>Your CFC contact will review reporting procedures and recognition program with you.</p>	<hr/>