



Workplace Campaign Checklist

We've given you a bunch of information and your head may be spinning. Just follow this checklist and timeline and you will be well on your way to a successful campaign!

PLAN

Planning the Campaign

4-8 Weeks before the campaign begins

- ☐ Meet with your FFTA manager to discuss the campaign. Decide on paper pledge cards versus eCampaign, internal or external talent, interactive events, materials needed and resources to tap internally and through the Fund. Request Fund talent early!
- ☐ Assemble your team for planning and begin regular meetings; please invite your FFTA manager to attend as well. Reach out to FFTA Board Members and NeXt Members in your organization and get them involved.
- ☐ Talk with previous Chairs and committee members about what works and what doesn't.
- ☐ Determine start and end dates for your campaign - two week campaigns work best!
- ☐ Set dollar and participation goals, always planning to improve the previous year's results.
- ☐ VERY IMPORTANT: get your CEO's support for the campaign! Ask if s/he will kick off the campaign with a request to give, and announce the results at the end. Schedule it early!
- ☐ Brainstorm themes, event and kick off ideas, and how best to engage everyone.

3-6 Weeks before campaign begins

- ☐ Get the current list of employees to your Fund manager or internal HR for pledge cards or eCampaign and check your access to the site for the latter.
- ☐ Schedule presentations: to leadership, general team meetings with an ask, and other activities. Make attendance mandatory OR if you feed them they will come.
- ☐ Finalize how to convey the message of the campaign far and wide. Emails can get lost; consider them but also look at other ways to connect like voicemails, newsletters, internal banner ads on company server/email system, posters in break and rest rooms, daily announcements and updates. Daily email updates with prize giveaways don't get lost!
- ☐ Confirm talent, activities, etc. internally and with FFTA manager for live events and artists during the campaign. Focus on impact and stories - internal testimonials can be the most powerful.
- ☐ Lock down any raffle/auction prizes or experiences for your kick off and/or other events.

1-2 Weeks before campaign begins

- ☐ Send email reminder for the Kick Off event or do a desk drop.
- ☐ Hang posters and utilize intranet and internal monitors with the message.
- ☐ Confirm meeting rooms, food and IT needs.



Running the Campaign

Campaigns with one location/meeting/presentation/event/activity

- ☐ Hold the kick-off meeting, making the presentation with your Fund manager. Pass out cards or share the eCampaign links and share materials, talent, video, etc.
- ☐ Encourage first day pledges with an extra incentive (FFTA can help) and ask about handing out donor rewards at the meeting for instant gratification – and to generate envy in slow pledgers!
- ☐ Send at least one reminder email before closing the campaign
- ☐ Collect pledge cards, check eCampaign site for missed responses and contact your Fund manager to close the campaign and finalize rewards.
- ☐ Hand out rewards to eligible donors and don't forget to mention the Louisville Arts Link app and the ArtsCARD discounts.

Campaigns with multiple locations/meetings/presentations/events/activities

- ☐ Hold the kick-off meeting, making the presentation with your Fund manager. Pass out cards or share the eCampaign links and share materials, talent, video, etc.
- ☐ Encourage first day pledges with an extra incentive (FFTA can help) and ask about handing out donor rewards at the meeting for instant gratification – and to generate envy in slow pledgers!
- ☐ Emphasize early bird giving with additional prizes or incentives – internal rewards like PTO or special parking privileges, and FFTA rewards like swag or tickets.
- ☐ Attend and have committee/team members attend additional events, meetings and presentations. Encourage all employees to come!
- ☐ Use email, desk drops and in person reminders with those who haven't yet responded.
- ☐ Hold the closing event and announce results, hand out donor rewards – celebrate with food!
- ☐ Collect pledge cards, check eCampaign site for missed responses and contact your Fund manager to close the campaign and finalize rewards.
- ☐ Hand out rewards to anyone missed at the closing celebration, and don't forget to mention the Louisville Arts Link app and the ArtsCARD discounts.

Wrapping Up the Campaign

- ☐ Ensure that all employees have responded. Gather any other pledge cards, check eCampaign site and send final report to FFTA.
- ☐ Check to see if everybody who gave the previous year participated again this year. If not, ask them to pledge through email or in-person ask.
- ☐ Ask if employees would like your FFTA manager to come back at a later date to discuss Arts Card discounts and options with eligible donors.
- ☐ Thank your committee members and hard-working volunteers.
- ☐ Take a much-deserved vacation. You've earned it!

