
10-Steps to Success

The *10-Steps to Success* guide will help you run an effective employee campaign. If you follow the ten easy steps outlined below, the result will be a fun and successful campaign.

❶ Get Top Level Support

- Meet with your Agency Head to secure commitment to support the campaign plan and goal.
- Ask your Agency Head to:
 - support the campaign,
 - send an email to employees endorsing the campaign,
 - appear at employee meetings/events,
 - become a member of the **Torchbearer Society**,
 - approve and communicate the agency goal.

❷ Develop a Campaign Committee

- Don't try to do it all alone!
- Recruit a campaign committee comprised of effective leaders representative of your organization.

❸ Set a Challenging Goal

Establish an achievable employee campaign goal with your Agency Head or Department Supervisor. Review your organization's previous history with SECC. Questions to consider include:

- How many employees gave last year?
- What was the per capita gift?
- How many **CHAMPION** givers were there?
- How many **Torchbearer** members were there?

Your campaign goal should reach toward higher achievement, both in terms of amounts given and the number of employees who give.

You will find data to compare your agency's results from the prior SECC as well as comparisons to other state agencies of your size on the SECC website, <http://www.insecc.org>.

❹ Make Giving Simple Through Payroll Deduction

- Emphasize payroll deduction as the convenient and generous way to give. Direct employees to the SECC website, <http://www.insecc.org>.
- Employees who made a contribution through a prior SECC can review their giving history by logging into their account on the e-Pledge website.
- Ask everyone to give at the **CHAMPION LEVEL** through e-Pledge. Be sure to ask "continuous givers" to renew and increase their previous contribution.

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5 Target Special Giving Groups

- Promote SECC's Torchbearer Society recognition program to executive level staff and **CHAMPION** Level giving to all staff.
- "CHAMPIONS" are individual givers who pledge **one half-hour's pay per check** to the SECC (only .6% of annual salary -- that's .006 times salary).
- **The Torchbearer Society** is a recognition program for those contributors who make an annual gift of \$1,000 or more to SECC. The program identifies leaders in giving, raising the level of expectations among those individuals whose income could allow a greater gift. Solicit executives prior to the general campaign and announce results at your kick off.

6 Select Fund-Raising Technique

- Either ask employees to make a contribution in a group meeting or ask them one-on-one.
- A group meeting provides a less time consuming approach to get the job done. Employees are asked to make a contribution using e-Pledge after the meeting/event.
- One-on-one fund-raising involves a personal conversation by one employee with another, preferably a peer. Individual solicitation is best conducted immediately after a meeting, when spirit and awareness are high. (**NOTE:** Supervisor-to-subordinate solicitation involves implied coercion and should be avoided!)

7 Select and Train Solicitors/Volunteers

- Recruit key representatives from each department and /or employee group. If group fund-raising is used, one leader will be needed for each group meeting. If one-on-one fund-raising is used, you'll need a solicitor for every seven-to-ten employees.
- Refer to the meeting outline on the SECC web-site to see the basic elements to be included in your solicitor and training program.

Take your team on a tour of a charitable organization. Your team should be well versed in the SECC story and be able to handle questions and objections. To arrange for a site-visit, contact Jean Geis at 317.921.2242 or email her at jean.geis@iauw.org.

8 Use Campaign Resources to Publicize the Campaign

- Visit the SECC website, <http://www.insecc.org>, to find SECC resources in electronic form.
- Educate all employees by using agency newsletters, memos, posters, bulletin boards, goal thermometers, videos, and emails. Distribute a brochure to every employee. To arrange for a charity speaker to talk about their charity, contact Jean Geis at 317.921.2242 or email jean.geis@iauw.org.

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9 Implement Your Campaign

You've planned your work... now it's time to work your plan. All successful campaigns include certain basic elements. Remember to...

- Encourage all employees to make a contribution through e-Pledge.
- Go to the SECC web-site and click on the "Make a Pledge" button.
- Promote giving through payroll deduction.
- Conduct a short, intensive campaign to keep enthusiasm high.
- Have fun! Contests, competitions, themes, celebrations are all ways to make your campaign different, exciting, and successful. Be creative!
- Send pictures with description of your contests and/or events to Jean Geis (jean.geis@iauw.org), or Lindsay Van Ness (lvanness@spd.in.gov).

10 Follow Through, Report Results, Say Thanks

- Contact every employee, including continuous givers and employees who were absent from the meeting/event.
- Turn in all paperwork. If you receive paper pledge forms, place completed forms in a Report Envelope and complete the envelope face. Employees giving at the **CHAMPION LEVEL** should be given a **2011 Champion's Pin**. You will receive a Champions Report periodically and at the end of the campaign.

And.... Say thank you to volunteers and contributors for their support.