

HOW TO RUN A SUCCESSFUL CAMPAIGN

Pre-Campaign:

REVIEW

- If you are new to Allied Arts' workplace campaign, talk with last year's Workplace Coordinator and establish a plan to increase participation. If you are having difficulty locating information from last year, the Allied Arts staff will help you create a plan for your campaign.

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SUPPORT

- Make your contribution first. This makes it easy to be a leader and build enthusiasm for Allied Arts. Then secure management support for your campaign by asking executives to show leadership with their gift and to actively participate in events and communication.

MATERIALS

- Make sure you have enough brochures, posters, and pledge cards and then determine how to use the materials to promote awareness and excitement at your office. (go to www.alliedartsokc.com and click on Toolkit for brochures and pledge cards)

DATE

- Pick a date and not just any date be sure to work around your company's internal schedule, set the dates for the kickoff rally and the campaign close (three weeks start to finish) – and stick to them.
- Plan a rally to kick off the campaign and build enthusiasm. Have your CEO present to give his or her endorsement to the campaign. Publicize the kickoff with an interoffice memo or e-mail! (go to www.alliedartsokc.com and click on Toolkit for examples and templates of emails and letters)

AUTHORIZE

- Authorize a payroll deduction giving plan if you don't already have one. It has been proven that an employee who contributes through payroll deduction gives more substantial gift than one who writes a check or pays cash. Then make your contribution first. This makes it easy to be a leader and build enthusiasm for Allied Arts.

Secure Incentive Gifts

- Incentive Gifts are a great way to encourage your fellow employees to participate in the Allied Arts Campaign. Allied Arts has access to a limited number of complementary tickets, so supplement those with some of your own.

Campaign:

5 Points of a Campaign

- **Spread the Word**
- **Kickoff Event-** Announce goal and distribute pledge cards and brochures.
- **Educate-** Send out email or letter to employees that explains why Allied Arts is important
- **Entertainment & Talent-** Showcase the arts by holding a campaign event which includes talent or a speaker. For example, order lunch for the office and have a musician play for everyone or bring in a speaker to educate your office about the arts in Central Oklahoma.
- **Remind-** Send out email or letter to remind everyone of the upcoming victory celebration and any incentive prizes that pertain to the campaign.
- **Victory Event-** Announce results and have management thank everyone.

Post Campaign:

Pool the payments and pledges

- Collect all the pledges and payments and return to Allied Arts. If you are with a large organization, you may want to send several batches instead of one large package. This will allow Allied Arts to keep up with tracking your company's progress throughout the campaign. **EVERY GIFT**, weather it's cash, check or pledge, **MUST HAVE A COMPLETED PLEDGE CARD**. We can't thank a donor or give credit to you without one!

Do the housekeeping

- Please send unused materials back to Allied Arts, including any OKCityCards. If possible, send a final list of all donors, especially if your company offers payroll deduction.

Victory & Results

Thank everyone – including yourself – for supporting the arts

- Send a letter to all donors thanking them for their participation and announce the results and have the CEO sign it if possible. They will get a thank you letter from Allied Arts, but an internal thank you letter will foster more goodwill!