

RECOGNITION

RECOGNITION, ESPECIALLY PUBLIC RECOGNITION, IS AN IMPORTANT ELEMENT OF A SUCCESSFUL CAMPAIGN.



GIVEAWAYS

Inexpensive items such as lapel pins or lanyards with the campaign name on it can help build enthusiasm for the charity drive, as well as recognize those individuals supporting the effort.



SUPER GIVERS

Some campaigns develop a "super givers" or leadership givers program which recognizes very generous supporters or those who give above a certain dollar amount or percentage of their pay. Usually the premium give to these donors is something special that can be displayed with pride all year long.



THANKING YOUR COMMITTEE

Campaign committee members should receive a special thank you from the CEO and Campaign Coordinator, along with a certificate of appreciation or a framed photograph taken at a campaign event.



PUBLIC RECOGNITION

Giving public recognition to a division or department which meets its goal is equally important. A plaque that can be hung in a public area, such as a reception area or a cafeteria, is especially good. Some companies use a "travelling trophy" making for some friendly competition among divisions. Categories for recognition plaques might include:

- Percentage of fundraising goal
- Percentage of employee participation goal
- Average gift per employee
- Total dollars raised

POST CAMPAIGN FOLLOW-UP



ANALYZE

Analyze the campaign within two months of its conclusion, while everything is fresh in your mind.



EVALUATE

Look at what worked and what didn't.



LISTEN

Get employee feedback – did they like the campaign, did they know about the campaign, did they give, why or why not, etc.



DEBRIEF

Hold a full evaluation/debrief meeting with all of the campaign leaders and planning committee members.

BE CREATIVE; HAVE FUN. AND ALWAYS
THANK THOSE EMPLOYEES WHO MAKE
THE CAMPAIGN A SUCCESS!