



Monterey and Santa Cruz Counties

Campaign Tips

KEEP IT SHORT AND SWEET: Plan and schedule your solicitation period. Plan a short, intensive campaign, one which will capitalize on employee interest and which will close successfully. The shorter the time your pledge cards are out, the better your results are likely to be. One to three weeks is ideal, depending on the size of your organization. For large organizations with 500 or more employees, a one-month campaign may be necessary. Don't let your campaign linger on into late November.

GROUP SOLICITATION is the most effective way to present the campaign in most agencies. It makes the best use of your time as a Key Worker and ensures that all employees are getting the same, accurate message. As employees enter the group meeting, distribute pledge cards and Charity Lists. After the presentation, give an incentive for pledge cards turned in before leaving the meeting. There may be some follow-up required for employees who were absent or did not attend the group meeting.

FOR INDIVIDUAL SOLICITATION, assign a manageable number of contacts to each Key Worker. Each Key Worker should be expected to visit co-workers personally to provide the campaign materials.

COLLECT EACH PLEDGE CARD. Ask each employee to return his/her pledge card to you or the appropriate Key Worker, regardless of whether he/she decides to contribute. This simplifies collection and tracking of pledge cards and lets you know when your job is completed.

INTERESTING STATISTICS

About who in the US gives to charities

48% of charity dollars come from households with an income under \$30,000.

90% of charity dollars come from individuals.

75% of Americans report they give money to charities.

38% of Americans say they wish they had given more to charity.

14% of Americans would have donated if asked.

Most people give between 1% and 2% of their income to charity.

Most people who give to charity also volunteer.

The most effective fundraisers are those who have made their own donations first.

Why do people give to charities?

Something or someone has touched their lives.

They want to give back.

They believe in or are involved in a cause.

Others around them are giving.

The climate is right.

Because they were asked.