

Because We Care Igniting Change 2015

EMS ISD employees support **innovative** education

EIGHT STEPS FOR SUCCESS

1. USE YOUR TOOLS

Here are the tools you need to communicate the importance of the campaign, and to encourage employees to both participate in campaign events and to make a pledge to the campaign.

TOOLS: 1) Posters 2) Videos 3) Pledge cards 4) Success Stories

2. INVOLVE YOUR PRINCIPAL

The support of your principal can really transform a campaign.

When your principal commits his or her support, it sends a powerful message about the importance of the campaign. There are several ways to include your principal and keep them involved:

- Ask your principal to kick off the campaign by making the first pledge.
- Ask your principal to provide a letter or email endorsing the campaign to the employees.
- Invite your principal to make appearances at rallies and presentations.
- Encourage your principal to help identify and ask for ambassadors for the campaign.
- Establish a campus goal with their feedback.

3. RECRUIT YOUR TEAM

Build a diverse team of employees to assist and help broaden your reach.

Recruit team members from all departments. Involve people with creativity and enthusiasm. To increase your team success:

- Review prior campaign practices.
- Brainstorm and share new ideas.
- Include the Care Captain from prior years to learn what worked and what needs improvement.

4. EDUCATE AND COMMUNICATE

You are the Care Captain at your campus. To provide the best information, please consider these steps:

- Provide educational opportunities such as a campus-wide campaign kick-off meeting.
- Identify an employee who is willing to provide a personal testimony at presentations/rallies.
- Use employee announcements, email, and social media to spread the message.

5. STRATEGIZE AND USING INCENTIVES

Develop a strategy and timetable for reaching your fundraising goals.

There are several ways to energize your campaign. *Strategies to increase employee pledge participation:*

- Set participation rate as a campus goal.
- Hold a raffle for everyone who donates (prime parking spots, gift cards, etc.).
- Have competitions between grades/departments based on participation rate.



TOGETHER WE TRANSFORM LIVES

EMS Education Foundation | emsef.org | 817-232-0880 x2708 | sjohnson02@ems-isd.net

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- Offer a casual day to everyone who donates.
- Invite those that donated \$20 or more to the We Care Celebration on November 18.

Strategies to increase average amount of gifts:

- Offer an additional chance to enter the raffle.

6. HOLD RALLIES AND MAKE THE ASK!

The number one reason people do not give is they were never asked.

Don't let this happen at your campus! Employee meetings or rallies are the most effective way to reach all employees and encourage them to participate. Rallies can take as little as 10 minutes.

A step-by-step guide:

- Consider holding a campaign kick-off to tell employees about the campaign. An easy way to do this is to make it an added agenda item to an already scheduled meeting.
- Distribute pledge cards as employees arrive and ask them to turn the cards in when they leave .
- Ask your principal to attend and publicly endorse the campaign.
- Showcase success stories.
- Keep the meeting lively, informative and fun.
- **Make the ask!**
- Thank employees for their participation.
- Follow up with employees who were not able to attend.

7. MONITOR YOUR CAMPAIGN AND REPORT RESULTS

It is critical to follow up with employees and report results to Foundation Director.

- Make sure your campaign team has had the opportunity to speak with all employees.
- The Foundation will publicize campaign results every two weeks.
- Follow up with all employees.
- Double-check that pledge cards are filled out and signed.
- Verify that the total amounts are accurate.

8. SAY THANK YOU!

It is just as important to officially close the campaign and thank people, as it is to begin the campaign.

- Thank employees for their participation, time, and support via written or oral communication.
- Foundation Director sends thank you letter to participants.
- Recognize your team and others who volunteered their time.
- **Celebrate your success!**



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