



STATE EMPLOYEES' CHARITABLE GIVING CAMPAIGN CREATING YOUR AGENCY CAMPAIGN

The goal for all Agency Campaign Coordinators is to get the State Campaign information to employees, and to assist them in making a voluntary contribution. Your campaign should reflect the personality and culture of your agency and your co-workers. Campaigns can be fun, educational, and informative – and they will differ from agency to agency, and from year to year. Whatever theme or process you choose, employees should feel encouraged but **not required** to participate.

NOTE: If you want to have fundraisers remember... State agencies are not exempt from sales tax when they sell goods at an event, even if it is for charitable purposes. If your agency is selling goods to raise money for the campaign, you will need to obtain a temporary seller's permit. **See Temporary Seller's Permit information under "Coordinator's" tab.

Regardless of how you approach your campaign ALWAYS begin by placing flyers/posters in employee gathering areas and by sending out regular informative e-mails with timelines and links to the State Campaign Web site.

The following suggestions may be helpful as you develop and implement your agency's campaign.

SITUATION #1: Help! Our agency supports the campaign, but we can't hold meetings or special events. What can we do?

SUGGESTION: Bare Bones Campaign

First, talk with your administrator or director to obtain support for and approval of the agency's campaign. Once you have obtained his or her support, send an e-mail to your co-workers explaining the campaign and include the link to the State Campaign Web site. Schedule time at your office meetings to introduce the campaign and answer questions your co-workers may have. Also, place informative flyers throughout your office for continued awareness of your campaign. Promote the campaign through one-on-one visits with your co-workers and through weekly e-mail updates. Communicate with your agency payroll personnel to provide campaign information and answer any questions they may have.

SITUATION #2: Help! I have very limited time but want to have a successful campaign.

SUGGESTION: The One-Meeting Campaign: Hold a 30-minute meeting or add this to an existing staff meeting.



(Sample 30-Minute Employee Meeting)

- Agency Coordinator welcomes co-workers.
- Agency Director/Administrator affirms the agency's support of the State Campaign.
- Provide a featured speaker: Speakers from organizations in your area are available to share how the State Campaign has helped their programs and the impact that one gift makes.
- Discuss the agency campaign schedule and planned activities.
- Agency Coordinator concludes the meeting by answering questions and thanking all for attending.
- To add fun, place a dot on the bottom of one or two chairs and award a simple, low-cost prize to the employee(s) who choose those seats and stay through the meeting.
- Serve popcorn at the meeting!
- Follow up with e-mail reminders to employees throughout the campaign (see samples in this guide).

SITUATION #3: I want to do more than just have a meeting, but I don't know where to start or how involved to get!

SUGGESTION: Ask for volunteers to help you run your campaign. As a group decide on activities that will be the most enjoyable and easy for your group to host. A few ideas are:

- Sell "Casual Day" passes for \$1.00 that allows employees to dress down for a day.
- Hold an ice cream social, bake sale or pizza party in exchange for donations.
- Have a progressive potluck with different courses in different rooms of the office, each room featuring a different program display
- Ask for volunteers to place a candy bowl along with a donation jar on their desks.
- Serve a pancake breakfast as part of your agency kick-off.
- Hold a silent auction and invite people external to your agency; employees may donate items or you may ask businesses for donated items.



- Hold a Lunch Box Auction: Ask employees to create box lunches which are auctioned off at lunch time.
- Gift Basket Raffle: Ask co-workers or your different agency departments to create themed gift baskets. Display baskets for one to two days for employees to view and to purchase raffle tickets. Place sacks or other containers by baskets for employees to place their tickets in. On day three have employees who are not on your committee draw the winning tickets.

Theme basket ideas: Bath and body products, newborn baby, Christmas, cats or dogs, sports teams, car maintenance, movie night, food themed such as Italian or Mexican

- Sell Balloon-o-Grams – some have prize coupons inside, others have thank you messages.

SITUATION #4: We want to go “all out” to support this campaign – what are some ideas?

SUGGESTION: Design your agency campaign around a theme. Using a theme or special event can generate more interest in the campaign. Make sure appropriate management is supportive of specific events and activities.

Sponsor fun events such as:

- A fun run
- Lunch time miniature golf tournament
- Bake sale and/or a plant sale
- Lunch time tricycle race
- Ugly hat or ugly tie contest
- Halloween costume contest along with trick or treating for donations

FUN CAMPAIGN THEMES



FOOTBALL

Ideas for Activities

- Have an in-house lunch with hot dogs, apple cider; ask your co-workers to sing their favorite team’s song (or do a cheer).
- Sponsor a Cheer Leading contest for their favorite football team or cheers about individual work teams or departments.
- University supporters can form office teams to compete in a lunch hour walkathon; get pledges of \$1 per mile.
- Set up a truck and sell tailgate food items outside your office during the lunch hour.
- Throw a tailgate party in the parking lot.
- Hold a chili cook off.

Ideas for art for e-mails and posters

- A truck with the tailgate down; food items on the tailgate and on a stadium blanket on the ground.
- A football stadium full of program names that benefit from the State Campaign.
- Goal posts with the football passing through them.

BEES



Ideas for Activities

- Sponsor a “Bee-cause you can make a difference” activity such as a lawn raking team to help elderly/ disabled people with fall leaf pick up.
- Sponsor a “Bee-cause it does matter” activity to raise donations to the State Campaign
- Sponsor a “Bees Breakfast” full of things like Honeycomb cereal, bagels and honey. Ask for donations.

Ideas for Fundraisers

- Hold a “Busy Bee” auction of services; co-workers donate car washes, yard raking, dinner cooking.
- Have a Honey of a Bake Sale; make all the goodies with honey.
- Sell beeswax candles.

“HUNTING” FOR DONATIONS



Ideas for Activities

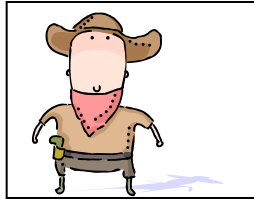
- Sponsor a camouflage day
- Hold a scavenger hunt during the lunch hour

Ideas for Fundraisers

- Sponsor a duck call or elk bugle contest; contestants make a donation for their favorite caller.
- Hold a wild game potluck or an elk meat chili cook-off; ask for donations

Ideas for art for e-mails and posters

- Turkey poster with colored feathers, each representing a charitable program.
- A bulls-eye target with the agency’s dollar goal amount in the center and arrows indicating the donations to date.



WILD WEST ROUNDUP

Ideas for Activities

- Sponsor a Wild West Day where everyone wears western clothing and brings something for a Chuck Wagon Potluck.
- Play western music.
- Play a Line Dancing instruction video during the lunch hour.

Ideas for Fundraisers

- Contestants pay to compete in a shoot-off using a bow and arrow to shoot at a target.
- Contestants pay to compete in a roping contest. Use a rocking horse and lariat.
- Get the creative crafters in your agency to make items for a silent auction.
Examples: Horse blankets, western themed pillows, western themed scrap book, etc.
- Put out cowboy boots and ask people to fill them with donations.
- Arrest employees and put them in the local jail during the lunch hour. "Inmates" need to call co-workers to make donations to help them make bond.

Ideas for art for e-mails and posters

- Wanted posters for your favorite charitable programs.
- Decorate with cowboy boots, hats, bandannas, etc.

COUNTING ON YOU

Ideas for Activities

- Guessing numbers of items in a jar such as pennies, candy, peanuts or beans.

Ideas for Fundraisers

- Have co-workers donate their loose change into jars.



Ideas for art for e-mails and posters

- A collage of numbers on a big poster.
- A stick person bent over a HUGE jar of beans, counting each one out onto a table.
- Poster of a rocket ship with a countdown to the final day of the fundraiser.