



combined health agencies drive

2023-2024

CAMPAIGN PLANNING GUIDE



About CHAD

On behalf of our 24 member charities, we thank you for serving as Campaign Coordinator for the statewide CHAD Campaign. Your campaign helps ensure our member agencies are fully funded.

As a unique, Nebraska-based organization, CHAD makes sure our member agencies are impacting communities across the state. Through generous donors, we raise funds statewide to help support our members' missions. Your gift allows our agencies to:

- Provide programs to those affected by health conditions, disabilities and end-of-life issues
- Fund education and prevention programs in our communities
- Support advocacy and medical research efforts

Full member agencies receive 100% of all designated dollars; associate member agencies are assessed an administrative fee. Undesignated contributions are given to full member agencies after expenses in the same percentage as their designated dollars. Associate members receive designated funds only. CHAD is proud that statewide overhead costs are low. Based on the total dollars raised in all campaigns (including designated funds), our administrative costs are only 10.8%, as reported on the IRS Form 990.



Planning Your Campaign

Initial Planning

- Select campaign open/close dates
- Choose a timeframe when leadership is available and most of your co-workers will be able to participate
- Let CHAD know whether you want to have in-person or online pledging, or both (see next page for online pledging details)

12-14 weeks out

- Recruit team members to help with your campaign
- Meet with your staff representative to create your campaign plan

10 weeks out

- Meet with your senior management to discuss the campaign
- Ask them to provide visible support for your campaign
- Discuss incentive opportunities, leadership events and dates for the campaign as outlined in your campaign plan

4-6 weeks out

- Work your campaign plan
- Meet with your campaign representative again if needed
- Get list of employees and make customized labels for pledge forms, making it extra easy to donate
- Get list of past donation amounts and calculate increase, if applicable

Day before

- Make sure all promotional materials and incentives outlined in your promotion plan are ready
- Send an email reminding your co-workers of upcoming events
- Make sure you have your campaign materials ready for the meeting and other events

During

- Attend kickoff meeting and other events
- Educate co-workers on the importance of donating through daily communication as outlined in your plan and have your committee do the same
- Update co-workers and campaign representative on your campaign's progress through emails and thermometers
- Collect and manage pledge forms

Afterward

- Announce campaign results and say thank you
- Fill out the campaign reconciliation sheet and turn forms in to your campaign representative

Online Pledging



01

CHAD customizes a site for your company to collect donations, track progress and reach goals.



02

If you choose to provide an email list, CHAD sends your employees a kickoff announcement and end-of-campaign reminder. Or, campaign coordinators can send the emails themselves—it's up to you!



03

Using an emailed link, donors indicate their giving preference, i.e., method, designations and total amount.



04

When your campaign is complete, paper pledge-form donations are added to your online totals and final reports are shared with you, as always.



To get started, contact info@chadnebraska.org

Setting Goals



combined health
agencies drive

2022 Results 2023 Forecast

Total amount
raised

Number of
employees

Number of
participants

Percent
participation
(# participants ÷
total # employees)

Average gift
(Total \$ raised ÷
participants)

Per-capita gift
(Total \$ raised ÷
total # employees))

Corporate
contribution/match

Use the data above to set your goals. Ask:

- What are our campaign's strengths and opportunities?
- What are the best kind of goals for my company (dollar amount, participation, new donors, etc.)?

Building on Success



Increase participation:

- Communicate! Make sure every employee is educated about how CHAD helps those affected by chronic disease, disabilities or end-of-life issues.
- Ask each employee to submit a pledge form even if they do not contribute so you know each employee had the opportunity to give.
- Remind employees that every gift makes a difference. Encourage non-participants to start donating \$1 per pay period or an hour of pay.
- Use incentives to encourage employees to return pledge forms by a certain date.
- Promote competition for participation goals among departments, teams, etc.
- Ask new employees to contribute as they are hired.
- Encourage your company to offer a match and publicize the match to your employees.

Increase your campaign total:

- Make sure past givers have access to their previous gift amount. Reach out to all past givers to make sure they give again.
- Ask past givers to increase their contribution by a certain amount per pay period, by a set dollar amount or by a certain percentage. Show them what that increase would be.
- Offer incentives to encourage giving.
- Encourage employees to give a certain percentage of their salary or their hourly wage as an example of where to start.
- After you have collected pledge forms, run some special events to increase your campaign's total and have some fun!
- Increase your corporate gift with your campaign's increase.

Promotion & Education

Decide how you will educate your co-workers about CHAD and the importance of the campaign, e.g., email, paper materials, websites, payroll stuffers etc. See the “Promotion & Education” page.

Planning a Meeting

One of the most effective ways to educate your co-workers is planning a campaign meeting.

- Select a date when your employees are already meeting. Serve treats to entice attendees!
- Invite a agency representative to speak for five to 10 minutes. This personal story will show how CHAD's agencies make a difference in the lives of real people. (We will arrange.)
- Decide who will introduce the speaker and explain the campaign (CHAD staff, CEO, company-appointed employee serving as campaign coordinator).
- Ask staff members to share their experiences with a agency.
- Pass out brochures, pledge cards and promotional materials.
- Thank all employees for attending and follow up with a reminder to fill out the pledge forms by the due date.

Incentives & Special Events

Use incentives to motivate employees to give. To increase your campaign total after pledge forms are collected, consider adding a special event. See the “Special Events & Incentives” page.

Online vs. In-Person Pledging

Decide if you will distribute and collect pledge forms online, in person or both. See the "Online Pledging" page. For in-person pledging, it's best to pass out pledge forms at a meeting and then personally deliver pledge forms to employees who cannot attend. Consider labeling each form with the person's past gift and showing them what a small increase would be. Ask all employees to turn in forms even if they do not give so you can ensure everyone had a chance to participate.

Campaign Completion & Saying Thank You

- Return all pledge forms to your campaign representative along with a reconciliation sheet.
- Share your results with your co-workers. Be sure to thank your employees for their participation.
- Report results in news article for local media (CHAD will write and send the news release).
- Present prizes and individual awards.

Promotion and Education



Promoting your campaign and educating your co-workers about its importance is crucial to your success.

- Consider the type of information that resonates best with your employees — statistics, personal stories or outcomes.
- Decide which materials you plan on using. You can email them prior to and during the campaign, hand them out with pledge forms or whatever way would best reach your co-workers.
- Ask a key executive to send a personal letter or email in support of the campaign to each employee.
- Send a memo to employees asking for testimonials from anyone affected by the chronic illnesses and diseases our participating health agencies represent. Be sure to ask them to describe how they have been personally helped by the agencies. If appropriate, share these with your co-workers.
- CHAD Health Facts: Use statistics to show the impact of the need across the state and country.
- How Your Dollars Help: Give specific dollar amounts as examples that show how your co-workers can make a difference by giving through payroll deduction.
- Outcomes: Show how dollars given during the campaign last year have made an impact.
- Stories of Caring: Share personal stories with your co-workers.
- Video library: Share our CHAD video and personal testimony videos.
- Campaign Poster: Hang posters up around your workplace during the campaign as a reminder that the campaign is going on.

Special Events/Incentives

Ideas to engage your co-workers, raise money for your campaign and reward employees who donate:

- Sell “Jeans Day” stickers: Employees can donate \$5 to your workplace giving campaign to dress down for the day.
- Sell “Casual for a Cause” stickers. Employees can dress casually while wearing these stickers and also share causes they care about most.
- Incentivize campaign participation by either selling coupons or rewarding employees with a coupon of appreciation.
- Plan incentive items for teams or departments who meet their goals. For example:
 - Offer a breakfast cooked and served by managers for the winning team (highest percentage of participation and/or highest per capita gift).
 - Ask local businesses/vendors for gift certificates that can be used as giveaways.
 - Give away raffle tickets for these prizes based on gift levels, new donors or increasing levels, turning pledge forms in by a certain date, etc.
 - Hold a raffle for a one-day job swap with the boss or other in-house reward.
 - Offer an incentive prize or drawing for the first person to turn in a completed pledge form.
 - Ask if management would give away extra vacation days or casual days for participation.

Donor Recognition

The CARE Society is comprised of highly impactful and generous donors

C

CHAMPION

\$2,500+
(\$48/week)



A

ADVOCATE

\$1,000
(\$19/week)



R

RESPONDER

\$500
(\$10/week)



E

EMERGING LEADER

\$250
(\$5/WEEK)



Campaign Materials

The following materials are available to download and print at:
www.chadnebraska.org/greater-nebraska-campaign-resources

- CHAD Brochure
- CHAD Pledge Form
- Sample Campaign Letters
- CHAD Health Facts
- How Your Dollars Help
- Outcomes
- Reconciliation Sheet (customized by area)
- Campaign Poster 1
- Campaign Poster 2



Campaign Poster



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W. Central Office (Grand Island)
3008 W. Stolley Park Rd., Ste. 6
(308) 398-0127

State Office (Omaha)
212 S. 72nd St., Ste. 205
(402) 614-8500

Lincoln Office
(402) 614-8500

www.chadnebraska.org
@CHADNebraska on social media