



Successful Campaign Planning

Best Practices

1. Engage leadership in an active role in the campaign
2. Conduct face-to-face meetings with employees
3. Use a speaker to convey a compelling story about charitable giving
4. Show the SECC video
5. Be sure everyone receives a campaign packet: 2008 SECC Annual Report, 2009 Agency Mini-Directory, and pledge form with your contact information.
6. Follow up in person, via email or phone. Communicate progress.
7. Thank your contributors!

Engage your department leadership

- Talk about strategies to communicate the campaign message
- Involve leadership in your campaign meetings with faculty and staff (welcome, kickoff meeting)
- Ask for help. Rule-of-thumb 1 coordinator for each 30 employees

Conduct Face-to-Face Meetings

- Plan a time to have a meeting with staff and faculty in your area
- Talk about the impact that Texas Tech employees have on serving the needs of our local community and beyond
- Share results of last year's campaign (Annual Report 2008)
- Talk about levels of giving: Lone Star and Leadership (handouts available)
- Feed people, if you can

Use a speaker at your department meetings

- Schedule a SECC Speaker Bureau speaker to convey a compelling message for charitable giving
- Show the SECC video:
<http://www.depts.ttu.edu/secc/media/secc.asp>. A United Way video is also available.
- Distribute the pledge forms and ask for them to be returned within 7 days. Explain how to complete the form.
- Provide them a copy of the mini-directory or the Campaign Brochure.
- Distribute information about the Lone Star Club and Leadership Circle. Provide them with a form to submit when they give at the Lone Star level and above.



Thank the employees who give—at any level.

Provide a progress report to all employees.

Encourage participation and acknowledge that giving is voluntary.