

## CAMPAIGN COORDINATOR CAMPAIGN CHECKLIST



1. Obtain agency/organization head support: i.e., send out letter endorsing campaign to all employees, supporting speech at rally etc
2. Ensure all Keyworkers are named and trained. Maintain a contact list- Arrange with your Loaned Executives
3. Have a campaign strategy meeting with your keyworkers.
4. Determine method of solicitation, group or one-to-one, for your unit(s).
5. Select and confirm guest speakers, reserve appropriate meeting places, allocate appropriate time, ensure needed audio-visual equipment is reserved as needed to support selected methods of solicitation- thru the Loaned Executives
6. Provide each Keyworker with a list of employees they will cover or the # of employees they are responsible for.
7. Obtain campaign materials and pass out to Keyworkers.
8. Put up posters and other notices on bulletin boards.
9. Use in-house publicity to notify employees of the campaign.
10. Fill out and sign your own pledge card.
11. Provide 'confidential' envelopes for those that request them.
12. Contact Keyworkers on a regular basis.
13. Report campaign progress at weekly staff meetings.
14. Check Keyworker envelopes for accuracy. Initial and make copy for self.
15. Put Yellow copies and cash/check into Red and White Campaign Envelopes- Turn into Loaned Executives.
  - Fill out Award information on envelope to ensure you receive appropriate awards from Loaned Executives
  - Turn White copies into YOUR own payroll office- the deductions will NOT come out - of payroll unless you do this! Suggest you do this at the END of the campaign and all at once to cut down on confusion.
  - Turn in campaign envelopes frequently. (Take special care if there is cash).
16. Review campaign reports to ensure all your units are properly reflected.
17. Check returns against a master list to ensure 100% contact.
18. Collect excess campaign materials and return to campaign office.
19. Make SURE you received your donor gifts and distribute them immediately
20. Prepare and distribute ***“Thank You’s”*** to Keyworkers.

**\*\*\*\*Turn in White Copies to Payroll**