

Partnership  
**C**FOR Colorado



COMMUNITY  
HEALTH CHARITIES®



COMMUNITY  
SHARES

# Adapting Your Campaign to Today's Environment

PFC Coordinator Training

September 1, 2020

9:00am-10:15am

# WELCOME



- Erin Atwell
- Becky Herlinger
- Ashley Cook

- Laura Uzzle
- David Kerr  
*(formerly Caring Connection)*

*Community Health Charities will soon  
be changing its name to  
CHC: Creating Healthier  
Communities*

# ADAPTATION



## **Anna**

Ran backyard marathon  
Crossed toilet paper finish line



## **Asher & Darryl**

Little boy missed seeing his pals  
and befriended a local UPS driver

# Adapting to Today's Environment

## AGENDA

- Welcome & Introductions
- Now More Than Ever – *Denver Rescue Mission*
- Vision 2020
- Five Steps Forward – *Best Practices for 2020*
- PFC Campaign Resources
- Roundtable Discussion
- Other Opportunities for Employee Engagement

# Now More Than Ever



Cindy Hendricks  
Legacy Giving Officer



# DENVER RESCUE MISSION

## Four Core Strategies for Addressing Homelessness

- Emergency Services
- Rehabilitation
- Transitional Programs
- Community Outreach



# Vision 2020

- Sensitivity to current environment and developing needs
- Virtual, streamlined, shorter communications
- Replace in-person activities with fun virtual alternatives
- Give how you can – give what you can
  - Financial support
  - Volunteerism
  - Increase awareness
- Encourage payroll contribution through online giving



*Giving campaigns make it easy for employees to support the charities they care about.*

*According to a Fidelity Charitable nationwide survey, 54% of donors plan to maintain their charitable giving level in 2020 and 25% plan to increase giving.*



# FIVE STEPS FORWARD



Plan, structure, dream



Offer the opportunity to give



Lather, rinse, repeat



Finish strong



Give thanks

**STEP ONE:**  
*Plan,  
Structure,  
Dream*

- Recruit a committee
  - Small, mighty and flexible
- Get endorsement from your organization's leadership
- Set campaign timing/duration
- Create a communications plan
  - Identify opportunities: email, intranet, video meetings
  - Use PFC templates
  - Make a communications schedule
- Consider a virtual kickoff or events

# KEY MESSAGES 2020

Join our campaign and support the causes you care about: donate, volunteer or raise awareness.

Charities in our community need your support now more than ever.

Monthly giving is convenient and your gift keeps giving long after you've signed up.

Give how you can - give what you can.

PFC charities are annually certified to ensure your dollars are going to effectively managed agencies.

64% of charities report having to cut back on their programs while 23% are seeing an increase in demand.

A few dollars a paycheck can make a big difference.

**STEP TWO:**  
*Offer the  
Opportunity  
to Give*

- Keep communicating
  - Conduct a past donor appeal
  - Include charity messaging
  - Link to the giving site and charity lists
- Plan a virtual kickoff event
- Promote the iPledge giving site
- Host virtual events with opportunities to give/register

# *Virtual Event Suggestions*

## Friendly Competition

Cutest Pet Photo Competition  
Best Chili Recipe/Photo  
Guess the Baby Picture  
Cookbook challenge

## The Arts

Lunchtime Talent Show  
Sidewalk Chalk Art Contest  
Virtual Concert  
Open Mic Noon  
Arts and Crafts How-To

## Learn and Grow

Your Own TED Talk  
Charity Speaker

## Gifting/Winning

Online Silent Auction  
Candy Grams  
Guess the Items in the Jar

## Exercise/Wellness

Virtual Walk/Run  
Guided Meditation  
Steps Challenge

## Fun and Games

Trivia Contest  
Twenty Questions  
Pictionary  
Charades



**STEP  
THREE:**  
*Lather,  
Rinse,  
Repeat*

- Send at least one, new email per week
  - Be sure to include a link to the giving site in each email
- Add a twist to your communication
  - Link to charity videos or slideshow
  - Include a charity story or \$1 a day statements
- Plan some fun engagement events
  - Polka-Dot Day
  - Wear your favorite college sweatshirt
  - Bring Your Pet to Work Day
  - *Be creative!*

# More New and Innovative Ideas

- Create “I gave” sticker and encourage use in signature line
- Make a staff video encouraging giving
- Utilize your virtual campaign to target millennials
- Promote campaign and recognition across social media platforms; use a hashtag
- Host a leaders in giving presentation to engage corporate leadership
- Consider a virtual “field trip” to a local charity
- Engage all employees in a virtual volunteer activity



# *Virtual Volunteer Opportunities*

- Send cards/care packages of small items to senior living facilities, the military, or children's hospital patients.
- Make signs to post to healthcare workers/police/firefighters
- Read books via a virtual reading program
- Read and record chapter books in the public domain
- Make teddy bears for children in need
- Make blankets for people (and animals) in need
- Make toys for shelter dogs

<https://www.sparkthechangecolorado.org>

<https://volunteer.chcimpact.org>



# VIDEO PRESENTATION

**Why I Give...**

Employers Council

Produced by Diana Sadighi and Chelsea Jensen

<https://vimeo.com/447247060/c7dc855e0d>

## STEP FOUR

*Finish  
Strong*

- Send a “last chance to give” appeal
- Consider hosting a raffle for anyone who participated
- Collect any paper forms and send them to Community Shares:
  - Forms without checks can be scanned and emailed
  - Forms with checks should be mailed

## STEP FIVE: *Give Thanks*

- Use your communication channels to share results with everyone and express gratitude
- Ask leadership to send an organization-wide letter
- Send individual email thank you's to major donors
- Recognize committee members
  - Personalized thank you notes
  - Shoutouts at meetings
  - Letter to their supervisor

# PFC CAMPAIGN RESOURCES



Email Templates



iPledge Giving Site  
and Fillable PDF  
Pledge Form



Virtual Event  
Suggestions



Charity Stories and  
Videos



Virtual Volunteer  
Opportunities

## Roundtable Discussion Topics

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What challenges do you anticipate this year?

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What are some exciting opportunities that come with a virtual campaign?

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How do you plan to kick off your campaign?

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What virtual events are you likely to consider this year?

# Other Opportunities

## CIVIC 50 COLORADO

- Annually recognizes the 50 most community-minded companies in Colorado
- Benchmarking tool & platform for sharing best practices in corporate citizenship
- Provides a free, independent evaluation of your social responsibility activities

**[www.csrsolutionsco.org/aboutthecivic50colorado](http://www.csrsolutionsco.org/aboutthecivic50colorado)**

## VOTEAMERICA

- VoteAmerica is a non-political, non-partisan organization dedicated to increasing voter turnout nationwide
- VoteAmerica's website includes information, forms and links to help employees register to vote, verify their registration status and, if necessary, request a mail-in ballot
- Encourage civic participation by giving your employees an easy way to register to vote in 2020

**<https://healthcharities.org/vote>**

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