

Company Employee Campaign Checklist

Campaign Checklist	Strength	Opportunity
Attend ECM Training	_____	_____
CEO directly supports/endorse campaign	_____	_____
Active and trained campaign committee	_____	_____
Goal set	_____	_____
100% contact through rallies	_____	_____
100% pledge card return	_____	_____
Special events and activities for added fun, excitement	_____	_____
Upper management involved in events/rallies	_____	_____
Creatively promote and communicate a campaign which is developed around a theme	_____	_____
Year-round communication	_____	_____
New Hires Program established	_____	_____
Incentives tied to giving and/or participation	_____	_____
Personalized pledge cards	_____	_____
Heart Club campaign	_____	_____
Rising Heart utilized	_____	_____
Campaign Committee w/ succession plan	_____	_____
Campaign budget	_____	_____
Show campaign video at rally	_____	_____
Take groups of employees on agency tours	_____	_____
Communicate company's progress throughout campaign	_____	_____
Involve Campaign Consultant	_____	_____
Thank donors and committee members	_____	_____
Retiree Program established	_____	_____
Report Final Results & Celebrate	_____	_____