

# ArtsKC Fund Campaign Timeline and Checklist

## **Discuss and determine CEO and senior management involvement.**

- Recruit Leadership Gifts Chairperson.

## **Develop a strategy.**

- Determine how long the campaign will last. Typical campaigns will last 5-10 business days.
- Determine your start and end dates.
- Plan campaign events
- Compose and send e-mails, voicemails, newsletter and intranet articles to promote the campaign.
- Obtain prizes for employee participation, contests and/or raffles you plan to hold – utilize the TALENT ENSEMBLE.

## **Launch campaign ideas and distribute pledge forms.**

- Advertise/promote your schedule of campaign events and your company's goals.
- Conduct employee meetings and one-on-one solicitations.
- Distribute a letter/message from your president/CEO to all employees.
- Distribute pledge forms, campaign brochures, matching gift forms and other applicable materials.

## **Conclude the campaign.**

- Collect donations and/or pledge forms.
- Make sure each donor has a copy of his/her pledge form for their records.
- Submit the appropriate copy of each payroll deduction pledge form to your payroll administrator.
- Call ArtsKC to schedule pick up of your pledges, contributions & the final report.
- Announce & post the amount raised/goals met and thank every donor. Recognize significant achievements and distribute prizes.
- Personally thank your campaign committee and key volunteers.