

# EMPLOYEE CAMPAIGN

## Partners in Caring

### Best Practices from past Employee Campaigns:

#### Monticello:

- Pick a theme: Set up table during lunch one day with fun activities tied to the campaign theme.
- Visit departments during shift changes
- Games with small prizes

#### Paynesville

- Work with ambassadors and leaders to get the message out early in the campaign
- Goal - 100% leader participation
- Send emails to ambassadors with campaign updates
- Campaign kick-off greeting with game sheet

#### Long Prairie

- Foundation Staff walks around and visits with employees and answers any questions
- Leaders offer PTO as an incentive prize for participation
- At start of four-year campaign, they offered muffins, juice & coffee at the employee kick-off
- Ambassadors and Foundation staff do 1:1 visits to increase participation
- Visited night shift staff and gave away Dilly Bars

#### Melrose

- Offer treats in the café during all shifts (Healthy snack alternatives: fruit, pretzels)
- Display donor profiles in prominent areas
- Got Sysco to donate free food for staff (one year they offered free steaks and Foundation staff dressed up in a cow costume and walked around.)
- Provide games during lunch – Plinko and Kerplunk
- Car Wash by Leaders – employee must give to qualify

#### St. Cloud

- Give away gift cards to increase participation
- Lunch with ambassadors
- Lunch (tacos) for department with highest participation
- Ice cream social for employee donors in department
- Pizza party for 100% participation
- Donate PTO for department prize
- Challenges between departments

#### Overall campaign ideas:

- Share impact stories about how philanthropy is enhancing patient/resident care.
- Highlight various funds in newsletter to educate employees on different funds available.
- Highlight employee donors and why they give
- Share campaign/pledge form information in department newsletters. Foundation staff will send information and updates to ambassadors before and during the campaign.
- Departments that have their own Foundation funds should share how these dollars are benefiting their patients or employees and remind employees about the option to give to these funds, if preferred. (A list of Foundation funds will be available to share with employees and as a link on the web site.)
- Campaign posters (8.5 x 11 size) are created for ambassadors to post in their employee areas and/or bathrooms to increase campaign awareness. A screensaver has also been used.
- Add “Read Receipts” to ambassador-sent emails to know who is or isn’t reading the messages and may require personal follow up.
- Foundation to share information about how the Employee Campaign and other funds are used and how much of the donation goes to the cause. (For example, CentraCare Foundation distributes more than 90% of donor dollars to improve health and health care in our community. Less than 10% is used to cover operational costs.)
- Share compelling stories about how the fundraising priorities impact the community.
- Increase efforts with newer employees to engage them in the campaign when they are still “excited” to work here.
- Offer prize drawing for first-time donors.
- Create teams within larger departments and set up a competition to increase engagement.