

CORPORATE CAMPAIGNS

Congratulations! You're a corporate campaign organizer. Now what?
Here is what we have learned from companies with successful campaigns.



Create A Game Plan

Pick the **duration** of your campaign—a day, week, month

Determine your **format**

- Pick an activity - Office Competition, Casual days, Cookouts, Raffles, Silent Auction, Office party or Paper stars.
- Pick a theme - Themes can help to energize your team. Go sporty or do something seasonal.

Set a goal – it's helpful to have a number in mind from the start.

- **Our team is here to help!** We can help you determine an appropriate goal based on your office size and fundraising plan.
- Don't forget that you can ask business contacts, friends and family to pitch in.

Think through incentives

- Awards, tickets to a game/show, an extra vacation day, casual days, or preferential parking. Pick an incentive that will really motivate your team.
- **Matching donation.** 99% of companies offer a matching donation program. Nothing motivates people more than knowing their contribution will leverage additional dollars.



Lay the Ground Work

- Gain **leadership buy-in** and participation. *An email to staff from the CEO or leadership attendance at your fundraising events is highly motivating to staff.*
- Build your activation team. Designate **internal champions** (by office or department etc.)
- Add a **competitive element** by dividing your office into teams.
- Create a plan for gathering and tracking donations. The Make-A-Wish team can help you set up a fundraising webpage to easily manage funds.



Spread the Word

Share the plan

- Make sure everyone understand the campaign duration, goal, incentives, and ways to contribute.
- Kick off the campaign with a party or office event

Explain why you're supporting Make-A-Wish

- Share personal stories or utilize the wish stories and videos on our website.
- Use your company newsletter, intranet and social media platforms
 - Reference your social media guide
 - Don't forget to tag @wishillinois in your social posts

Create a “wishy” space or spaces in your office, complete with flyers, posters and informational materials.

Updates

- Make sure everyone knows how the campaign is going.
- Send updates on progress to goal to help motivate fundraising
- Publicly recognize big contributors



Wrap Up

- Did you hit your goal? If not, consider doing a short extension as a final push
- Thank everyone for their participation. The more personal, the better.
- Share an impact story
- Mail in any donations not collected online.
- Congratulate yourself for being a Make-A-Wish Corporate Champion!

Questions?

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