



# Campus Family Campaign

## 2013-2014 Program Plan

### August 12, 2013

#### Co-Chairs

- Lynne Motyl, Assistant Vice President, Human Resources
- Brad Wilson, Philosophy Professor/Department Chair and Honors Program Director

#### Important Dates

- Leader Kickoff Breakfast (8am) September 5 Thursday
- Payroll deduction reminder letter (Signatory: BAE) September 5 Thursday
- Letter from President to campus September 6 Friday
- CFC Kick Off following Faculty Assembly September 12 Thursday
- Letter from Co-chairs to campus (with pledge card) September 19 Thursday
- Monthly Drawings (4) Last day of month: September-December
- Bi-weekly drawings (7) Payday Fridays 9/20 - 12/13
- E-mail leaders progress report (7) Payday Fridays 9/20 - 12/13
- E-mail Campus mid-point progress report October 22 Monday
- Closing Reception February 6 Thursday
- Email Impact of Dollars report on campus February 7 Friday
- Co-Chair luncheon February 20 Thursday

#### Goals

	FY11	FY12	FY13	FY14 Goals
<b>Total Dollar Amount</b>	\$146,032	\$154,183	\$158,170	<b>\$160,000</b>
<b>Campus Participation</b>	53% (481)	55% (471)	59% (477)	<b>60% (507)</b> 845 total
<b>Total Payroll Deduction</b>	396 (43%)	364 (42%)	402 (50%)	<b>440 (52%)</b>
<b>Increases payroll deductions</b>	65	41	50	<b>60</b>
<b>100% Units</b>	9	9	9	<b>10</b>

## Changes to Increase Participation

#### Communication & Messaging

- Utilize Foundation website with up to date information
- Reach departments effectively: attend meetings, give leaders handouts to share at staff meeting
- Attend Deans & Directors meetings (set up by Lynne)
- Signage around campus and in offices
- More interesting bi-weekly emails
  - Pictures of leader with quote of why they give
  - Pictures of students and how they benefit
  - How 100% units utilize incentive funds or why it's so important to their unit

## Increase Strategy

- If faculty and staff member's spouses work for matching gift companies
- Focus on low participation units – Set up meetings with leaders or department chairs
- Smaller meetings with F&P units
  - Custodians – Monday, September 16 – Alumni House
  - Heating Plant – TBD
  - Laborers - TBD

## Acknowledgements, Incentives & Giveaways

- One email acknowledgement for payroll deduction will be sent by Jill Fleske
- Postcard acknowledgements will be sent to retire faculty and staff home addresses
- All participants Receive thank you gift – Cell Phone Holder
  - Phonathon students will hand deliver thank you gifts to participants with note
  - Send email to all donor giving option to opt out of receiving gift
- Payday Friday Drawing – New PD, Increase PD, and One-time Person each receive \$5 gift card
- Monthly Drawing - New or Increase payroll deduction - \$50 gift card
- 100% Units – split \$10,000
- 80% Units receive \$100 toward their department

## Budget

100% Unit Incentive Funds	\$10,000
80% Unit Incentive Funds	\$500
Thank you gifts: Cell Phone Holders	\$440
Payday Friday Giveaways (seven Fridays – three \$5 gift cards)	\$105
Monthly Giveaways (Four months - \$50 gift cards)	\$200
Kick-off Celebration (swizzle sticks with labels and info cards)	\$150
Pledge cards (regular & retired)	<b>\$360.15</b>
Leader Breakfast	\$150
Letter to campus from President & Co-chairs	\$30
Retired letter from co-chairs (include pledge card and invitation & RSVP card)	\$50
Facilities & Planning, Heating Plant, & Custodian Meetings (\$48.75)	\$250
Retired 5 <sup>th</sup> Quarter Reunion	\$150
Retired wrap up post card and postage	\$100
Closing Reception	\$200
Co-chair luncheon & Thank you gifts	\$200
Miscellaneous	\$114.85
<b>Total Spending</b>	<b>\$13,000</b>

## Unit Breakdown

- Minimum of 10 employees in each unit; Maximum of 30 unless single department has more
- Meeting with Lynne to analyze department pairings and rearrange units if needed

## Unit Leaders

- Emailed last year's leaders asking them to renew or suggest replacements
  - 27 leaders returning from last year so far
  - Following up with 5 Maybes
  - 26 Units left to find leaders for or hear back from old leaders

## President, Co-Chair & Human Resource Letters

- Drafts attached

## Facilities and Planning Plan

- Continue with many smaller, manageable units
- Working with supervisors to set up individual meetings for specific areas
  - Custodians (45 employees) – Denny Hemphill – September 16 – 9am – Alumni House
  - Heating Plant (15 employees) – Jim Anderson
  - Remaining Facilities & Planning (70 employees) – Scott Albert

## Public Relations Department

- Order Pledge Cards
- Kick off and wrap up articles – Good News, Press Release, or The Rock Online
- F&S Honor Roll in The online Rock or buy Rocket advertisement
- Ask to take pictures at closing event and of groups with the president

## Reporting

- Nick: Meagan leader sheets and report the Thursday before each payday Friday;
- Meagan: update website, email leaders bi-weekly report, inform monthly and bi-weekly winners



# Retired Campus Family Campaign 2013-2014 Program Plan August 12, 2013

## Retired Co-Chairs:

- Dr. Bruce Russell
- Dr. Kathleen Strickland

## Important Dates

- |  |             |          |
|--|-------------|----------|
| • Mail kick-off letter (With pledge card & invitation) | September 3 | Tuesday  |
| • Email/Mail mid-semester campaign update              | October 4   | Friday   |
| • 5 <sup>th</sup> Quarter Reunion event                | October 19  | Saturday |
| • Mail retired Impact of Dollars report                | February 7  | Friday   |

## Retired Faculty/Staff

	FY12	FY13	FY14 Goals
<b>Total Dollar Amount</b>	\$16,465.75	\$10,790	<b>\$15,000</b>
<b>Participation</b>	32 (8%)	33 (7%)	<b>50</b>

## 5<sup>th</sup> Quarter Reunion – Saturday, October 19, 4:30-6 p.m.

- Meet with Bruce & Kathleen about event plans – Friday, August 16 at 11 a.m.
- Name tags, mingling, hors' d'ourves, group picture
- Hand out pledge cards and swizzle sticks
- Mail thank card with group picture to all attendees