2012

MSU Community Charitable Campaign

Welcome Volunteers!
MSU Community Charitable Campaign

Agenda

1. Introductions
2. What’s New this year?
3. Demonstration
4. What is Next?
5. How You Can Help
6. Questions
Previous Campaigns

• Don’t you just love those bubble forms!
• Behind the scenes
• Limited Options
• The role of the Volunteer
New Campaign Objectives

- Use new technology to improve the campaign
- Reach all possible donors
- Eliminate need for costly scanning equipment
- Go Green!
- Make pledge giving easier
- Improve accuracy of pledge data
- Provide pledge data reconciliation
- Make data available to Volunteers
- Reduce cost of processing and materials
- Increase participation and donations!
What We Have Done

• Worked with Campaign Leaders and MSU groups to make improvements
• Collaborated with CAUW for campaign help
• Created Email communications to donor candidates
• Created New Electronic and Paper Forms
• Updated Pledge Data automatically
• Eliminated scanning of paper forms
• Created Email Thank-you & donation confirmation
• Created Email reminders for no responses
What Else Have We Done

• Created Online Agency list for designations
• Created Online Volunteer Information
• Made Donor response data available to Volunteers via Portal reports
• Updated the MSU CCC Website
• Allowed New options for campaign
• Evaluated support for Organizational changes
Pledge Form Changes

- No more bubble forms or scanning equipment
- No extra cost for pre-printed forms
- Blank forms & Electronic forms can be printed
- Automatic data populated based on MSU NETID
- Previous pledge data appears on forms
- Continuous Giving Pledge
- No Thank-you option
- Designation Codes available via drop-down box
- Connection to CAUW for Credit Card donations
- Validation of donation data for accuracy
Electronic Pledge Form

Demonstration
What is Next?

- Continue to analyze Pacesetter/Leadership Campaign - pilot was June 18, 2012
- Continue to update Volunteer information
- Prepare for Fall Campaign – September 25th
- Analyze campaign data and responses
- Gather information for improvements
- Make approved changes to the system
- Continue to look for ways to increase donations
How Can You Help?

• Make sure your Volunteer Information is correct
• Use the data to find out who hasn’t responded
• Review your Unit’s Goal and participation information on a weekly basis
• Review who hasn’t responded from your Unit
• Utilize resources to increase donations
• Find creative ways to reach donor candidates
• Make recommendations for improvements
Questions?