2014

MSU Community Charitable Campaign

Welcome Volunteers!
MSU Community Charitable Campaign

Agenda

1. What’s New this year?
2. What is Next?
3. How You Can Help
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
What is Next?

• Continue to analyze Pacesetter/Leadership Campaign
• Continue to update Volunteer information
• Prepare for Fall Campaign – September 26th
• 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