

HOSTING A SUCCESSFUL FUNDRAISING CAMPAIGN

By: **AMANDA MUELLER**

Every October Conner Ash hosts a week long fundraising campaign to support a local nonprofit organization. Over the past 5 years that I have managed this campaign it has grown each year. I have been asked several times by the nonprofit's campaign manager how I continue to keep the fundraiser successful and drive involvement up. Below are a few ways that Conner Ash has been able to host successful fundraising campaigns:

- Set realistic goals and plan the campaign during a time when most employees will be in the office (be sure to take into consideration upcoming holidays and deadlines).
- Create a theme. Tie your theme into your flyers and emails to get everyone excited to be involved in the upcoming campaign.
- Make the kickoff a big event! Tie in your theme, decorate, have snack and drinks. You want to make it something the employees want to attend. Consider a speaker or maybe a performer that would benefit from this campaign.
- Host activities and events each day during the campaign. These don't have to be time consuming or over the top, but you want to have something each day that will keep your employees involved.
- Say Thank you! This is one of the most important steps. Make sure to express your appreciation for participating in the campaign and communicate the impact it will have on the nonprofit.



These are just a few simple ways to make your fundraising campaign a successful one. And remember, the campaign doesn't have to end after the deadline! Volunteer your time and services to help garden, paint or spend time with those receiving services from the nonprofit. Keeping your employees involved will keep them engaged and more likely to continue to support the campaign year after year.

If you have questions about this or any other human resource issue, please contact your Account Manager or [Amanda Mueller](mailto:amueller@connerash.com) at (314) 205-2510 or via email at amueller@connerash.com.