



# Workplace Campaign Theme: Olympics

# Olympics Campaign Plan

<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Have 100% staff participation: request that all staff submit whether they are giving or not</li> <li>• Educate employees on the impact of their role in the community</li> <li>• Set <a href="#">S.M.A.R.T.</a> pledge goal</li> </ul>	<p><b>Campaign Theme</b></p> <ul style="list-style-type: none"> <li>• Olympics</li> </ul> <p><b>Campaign Budget</b></p> <ul style="list-style-type: none"> <li>• Set a campaign budget</li> </ul> <p><b>Timing</b></p> <ul style="list-style-type: none"> <li>• One week</li> </ul>	<p><b>Team</b></p> <ul style="list-style-type: none"> <li>• Campaign Chair/Torch Bearer and Co-chair</li> <li>• One representative from each division</li> <li>• Two members of the leadership team</li> <li>• Five team leads for competitions</li> </ul>
<p><b>Causes</b></p> <p>Staff can give to Community Health Charities, Signature Causes, and/or our more than 2,000 charity partners</p>	<p><b>Details</b></p> <p><i>Employee communication should include:</i></p> <ul style="list-style-type: none"> <li>• Giving Matters 365 link for the campaign</li> <li>• Deduction authorization form</li> <li>• Fundraising Goal</li> <li>• Participation Goal (100%) – Submit choice to give or not on pledge site</li> <li>• Date of first payroll deduction</li> <li>• Ways to give: payroll, credit, or cash/check</li> <li>• Identify giving levels</li> </ul>	



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## Calendar of Events

### Theme and Teams Announced

- **Three weeks before campaign kick-off:**
  - Olympics theme is announced, teams are created, and team leaders are introduced
  - Five teams identified for each colored ring
  - Create team names, gather items for a silent auction gift basket, participate in all campaign events, and put together a skit/video to educate employees on the work of CHC – tied to the Olympic theme

### Pacesetter Giving

- **Two weeks before campaign kick-off:** During a weekly executive leadership team meeting and a separate monthly management team meeting, a leadership giving ask is made to set the pace for staff. This allows the CEO to announce how much has already been raised at the campaign kickoff. Campaign leadership also makes one-on-one asks during this week.

*Set deadline for pacesetter giving donations.*

### Campaign Launches Online

- **Day 1:** Campaign fires up online, custom marketing materials are displayed throughout the office, and an email is sent from the Campaign Chair/Torch Bearer and CEO endorsing the campaign. Create a daily newsletter, The Champions Chronicle, detailing the upcoming events and daily highlights. All those giving early receive added incentives: metal mania scratch-off ticket for giveaways at the Closing Ceremony and team points.
- **Day 2:** Early giving incentives continue. The second edition of the Champions Chronicle is sent electronically with details on upcoming events and daily highlights.

### Campaign Kick-off

- **Day 3:** The Campaign Chair/Torch Bearer kicks off the campaign dressed as an Olympic torchbearer, the room is decorated for the occasion, and a catered Breakfast of Champions is served. The Chair explains the campaign theme, highlights upcoming events, recognizes teams by their names, discusses giving levels, and asks the staff to give. A guest speaker shares how important giving is for their organization and clients. The CEO talks about the organization's commitment to the community and announces the current campaign total based on pacesetter donations.



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## Calendar of Events (cont.)

### Events Begin

- **Day 3:** In the afternoon, an Office Olympics is held with teams competing for gold, silver, and bronze points. The Olympic Athletes Shuttle (decorated two-shelf utility cart) is selling [healthy afternoon snacks](#) and drinks, and casual for a cause stickers. The silent auction opens for an afternoon preview with items collected by the campaign committee. Team baskets go on display; the winning team baskets, based on creativity and highest selling price, will garner points for their team. The third edition of the Champions Chronicle is sent electronically with details on upcoming events and daily highlights.
- **Day 4:** The Olympic Athletes Shuttle takes to the road, selling healthy breakfast bites, casual for a cause stickers, and metal mania scratch-off tickets. An international potluck lunch is held for an entrance fee and includes food category and country cuisine competitions for those contributing a dish. Winners collect points for their team and are given individual prizes too. The Olympic Athletes Shuttle zooms out for an afternoon spin filled with healthy snacks, and casual for a cause stickers. The fourth edition of the Champions Chronicle is sent electronically, detailing the upcoming events and daily highlights.

### Campaign Celebration – Casual for a Cause Friday

- **The Upcoming Friday:** It's [Casual for a Cause Friday](#) for those who purchased their stickers. Staff is encouraged to show their team spirit through their clothing selection. The Olympic Athletes Shuttle takes a final spin, selling healthy breakfast goodies, and metal mania scratch-off tickets. The silent auction closes at noon. An Olympic Closing Celebration is held midafternoon and includes Olympic themed sweets, along with healthy snacks; a live auction; competitive team skits; a campaign wrap-up video with highlights from the week; the winning team is announced and granted a half day off; and the Olympic flame is extinguished. The Campaign Chair/Torch Bearer and CEO thank the staff for their participation throughout the week, pass the torch to the incoming chair, announce the winning department based on highest percentage of participation, and the campaign total is announced. Staff can leave early for the day. The final edition of the Champions Chronicle is sent with celebration highlights and thanks all who participated in the Olympic Games.

### Thank You Post-Campaign

- During the Olympic Closing Celebration, a desk drop takes place with thank you notes and goodies. Those giving at the leadership level receive a handwritten note from the Campaign Chair/Torch Bearer and a leadership plaque and/or plaque bar. A thank you lunch is held for the campaign committee and a personal thank you note is sent to each committee member from the CEO. The winning department receives a pizza party.

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## Fundraising Tactics

- **Sample Fundraising Goals:** Raise \$65,000 with 99 employees (dollar amounts in parenthesis are per person) by having one Torch Bearer Leadership Giver (\$10,000), two Champion Leadership Givers (\$5,000), five Gold Leadership Givers (\$2,500), twenty Silver Leadership Givers (\$1,000), fifteen Bronze Leadership Givers (\$500) and \$5,000 to be raised from remaining 56 employees.
- Use leadership pacesetter campaign to encourage leadership by example; managers aren't asking their team to do something they won't do.
- Leverage Campaign Chair/Torch Bearer and committee to ensure each staff member is personally asked to give (in person, personal email, etc.) and understands how to do it, has questions answered, etc.
- All fundraising event monies go toward total raised.
- Incentives to give:
  - Fun and educational events with food
  - Leadership recognition levels
  - Additional incentives (early bird donations leading up to kick-off event):
    - Earn additional metal mania scratch-off tickets
    - Gain added team points

## Key Message

- **Go for the Gold. Cause an Impact. (#CauseAnImpact).** Please Give. You can be a Champion (or name of company campaign).

## Communications

- Use email templates provided in the [Community Health Charities Resource Library](#): kick-off, encouragement, last chance to donate, and thank you
- Supplement with additional communications:
  - Personal email from CEO
  - Daily Champions Chronicle Newsletter
  - Posters throughout office
  - Voicemail message from Campaign Chair/Torch Bearer
  - Personal visits from campaign committee; handwritten notes: Go for the Gold. Cause an Impact. Please Give. You can be a Champion.
- Staff can post selfies using Olympic photo booth props with #CauseAnImpact and talk about the cause they support (veterans, women, children, etc.) and the campaign, post pictures from campaign events, etc.



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## Creative Resources

[Go for the Gold Game Ideas](#)

[Olympics Party Ideas \(Food, Décor & Games\)](#)

SITE FOR CUPCAKE IMAGE

[Olympic Party Ideas \(Food, Bingo & Games\)](#)

SITE FOR FRUIT IMAGE

[Olympic Party Ideas \(Food & Décor\)](#)

[Olympic Activities \(Food & Games\)](#)

[Olympic Crafts & Activities](#)

[Olympic Games & Party Ideas](#)

[Olympic Themed Party \(Games & Food Ideas\)](#)

