



Campaign Leader Do's & Don'ts

An exciting, creative campaign is the key to generating donations, and department gatherings are the best way to ask your colleagues to make a difference in the lives of others. Here are some best practices to keep in mind as a **BROWN GIVES** Campaign Leader:

DO host a department event – whether it's a bake sale, ice cream social, dress-down day, or chili cook-off, a department event can go a long way toward raising funds AND creating a positive team atmosphere. Give it a catchy name like Cupcake Wars, \$ouper Pledge Drive, Dress Down for BROWN (GIVES), or Chili for Charity. To get the most bang for your buck, host it in a high traffic area and charge to participate – either an online donation to **BROWN GIVES** or an entry fee.

DO advertise your event on Today@Brown to open it up to a larger audience. Other ways to advertise include:

- SAC Says newsletter
- SAC Facebook page
- Working at Brown Facebook page
- Working@Brown Twitter account
- Signage on elevators & in restrooms

DO consider a raffle; raffles are extraordinarily popular on the Brown campus!

DO consider having events throughout the year. For example, if your department has a holiday party, all-staff meeting, or summer/fall picnics, these are great opportunities for fundraising.

DO have a donation station if you prefer a soft sell approach. It could be in the lunch room, lobby, or reception area. If it's near your desk, you could even put out some candy or apples to offer those who complete an online donation. Having a giving area on each floor of your building will help raise awareness about **BROWN GIVES**.



DO follow Working at Brown on Facebook for campaign updates!
<https://www.facebook.com/workingatbrown>

If you are new to BROWN GIVES this year, **DO** contact a more experienced Campaign Leader who can share some successful (or not!) campaign strategies.

DO involve students! They are social media savvy and will surely have some creative ideas for fundraising events.

DON'T wait until the end of the campaign to submit your collection. As soon as your event concludes, notify Angel Hilliard (x3-3629) or Kim Koper (x3-9026) to pick up your funds.

DON'T put any cash or checks in campus mail!

DON'T submit the money you collected in anything less than dollar bills. Having said that...

DON'T underestimate the power of the penny! Remember, the Bookstore has raised nearly \$17,000 over the years by collecting pennies, nickels, dimes, and quarters!

DON'T use the cash you collected from your department event to make an online donation to BROWN GIVES. The person making that donation would then be able to claim it as a personal tax deduction, which is not appropriate.

Please Keep in Mind...

- Open Enrollment donations cannot be designated to a specific initiative within the United Way.
- Giving at department events is not tax deductible; it would be similar to giving to the Salvation Army when they have their collections during the holidays.
- The money you raise at your department event is deposited into a general fund which is then presented to the United Way at our final lunch in February. It cannot be directed to a particular initiative of your choosing.
- The faculty and staff participation rate is determined solely through online donations. To reflect a more accurate picture of what the Brown community donates, the final campaign communication will say something like X% or faculty and Y% of staff donated through Open Enrollment and the BROWN GIVES website; Brown employees also contributed \$XX at department events across campus and through the Bookstore Roundup.

What is the number one reason people don't make charitable gifts? They are not asked...