

# Campaign Cabinet

## Top 10 Strategies for Closing the Gap

February 12, 2016



\_\_\_\_\_  
Name

Please write your name at the top of this form and in the far right column check the box for the strategies in which you wish to participate.

<b>1</b>	<b>Develop new message with "sense of urgency" that collaborates with existing marketing messages to be used by Staff/Board of Directors/Campaign Cabinet/Volunteers</b>	Volunteer Participation	Suggested David Pearson/Cabinet	<input type="checkbox"/>
<b>2</b>	<b>Meet with ADT donors who have not currently given this year to ask/strategize for larger gift and match with initiative (bigger donor impact) for more than \$10K. Incorporate with new message. [27 total donors]</b>	Volunteer Participation	Suggested David Graybill/Cabinet	<input type="checkbox"/>
<b>3</b>	<b>Prioritize remaining CEO calls for campaigns not started, but remain to begin between December 1 and June 30. Incorporate Volunteers/Campaign Cabinet/ Board Members on call with Dona presenting new message/sense of urgency</b>	Volunteer Participation	Suggested Cabinet, Matt Levi, Kent Roberts, Jamey McCormick, and David Graybill	<input type="checkbox"/>
<b>4</b>	<b>Deep review of future campaigns, determine if room for more aggressive projections</b>	Volunteer Participation		<input type="checkbox"/>
<b>5</b>	<b>Increase major gift donor engagement/calls/approaches with CEO - Dona</b>	Volunteer Participation	Campaign Cabinet	<input type="checkbox"/>
<b>6</b>	<b>Bring together previous Campaign Chairs (January 2016) and PAST Board Members to educate on new message and seek counsel for moving forward in filling gap/future gaps. Plan to include stewardship for ongoing relationship</b>	Volunteer Participation	Suggested Dianna and Campaign Cabinet	<input type="checkbox"/>
<b>7</b>	<b>Complete personal Spider Map and return</b>	Volunteer Participation	Board of Directors/Campaign Cabinet	<input type="checkbox"/>
<b>8</b>	<b>Bring together Company Campaign Coordinators for campaigns that have not run to introduce "sense of urgency" and best practices/testimonials [Spring Campaigns]</b>	Volunteer Participation	Campaign Cabinet	<input type="checkbox"/>
<b>9</b>	<b>Identify which top 50 strongest campaigns are locally owned/operated for UWPC's CEO and Volunteer to present new "urgency"...merge with CEO call effort</b>	Volunteer Participation	Board of Directors and Campaign Cabinet	<input type="checkbox"/>

**10** Create question on pledge form, "Do you belong to a union, if yes, which one?"

Volunteer  
Participation

Amanda DeShazo (Campaign Cabinet)



**11** Research levels of recognition to discover if tiered leadership levels exist. Pete to research and connect with Mike Robinson and David Graybill. Investigate and recommend new/recognition levels for \$1,000 and up. [Currently on UWPC Website: Pierce, Evergreen, and Rainier levels] Assess possibility of recognition event with sponsors to leverage/celebrate leadership levels.

Volunteer  
Participation



WHY: We believe nothing should stand in the way of people having a good life.

- And that people want to be part of the solution.

HOW: We are uniquely positioned to bring people together to make a bigger difference. Our approach helps us turn every dollar you donate into more than a dollar when we reinvest it in Pierce County, making even the smallest gift do more.

WHAT: We remove barriers so children and families can break the cycle of poverty, creating a thriving community. And when our community thrives, we all benefit.

URGENCY: We need you now more than ever. More families are struggling, including many working families and giving is down. We recently learned that in addition to the 12 percent of people living in poverty, there is another 22 percent struggling to put food on the table or pay their electric bill. That is one in three of us.