Community Health Charities’ Role

Community Health Charities is a partner in your campaign and here to support you. As engagement specialists, let us help with resources, expanded networks, and marketing tools to boost employee engagement. Some of the ways we can support you include:

- Providing information about participating charities.
- Answering questions and providing tools and resources to help you run your campaign.
- Arranging for speakers from participating charities to attend your campaign event or helping with volunteer opportunities.
- Supplying campaign brochures, posters, pledge forms, giveaways, online giving portal, communication templates, and other marketing and support materials.

Campaign Committee

Forming a diverse campaign committee will expand the reach of your campaign to all employees and encourage further engagement. Consider naming a top management representative, campaign chairperson, department coordinators, and a dedicated payroll representative. Having a committee allows you to delegate tasks, such as publicity, communications, speakers, events, and training. Be sure to include your Community Health Charities' representative to provide guidance in coordinating your workplace giving campaign.

Top Management

CEO and Senior Management commitment to the campaign is directly related to its success. Leverage the respect and position of your top management to increase campaign participation. Encourage your top management representative to:

- Attend the initial campaign meeting and the campaign kickoff.
- Send a reminder email to employees during the campaign encouraging their involvement.
- Write an article in the company’s newsletter about their connection to the campaign and why giving is important.
- Nominate the campaign chairperson and department coordinators.
- Make a "pacesetter" donation to set the place and lead by example prior to the start of the campaign.
- Provide employees with adequate time to attend campaign events.
- Create campaign incentives, such as lunch with the CEO, time off, or special parking space.
Campaign Chairperson
The Campaign Chairperson must have high energy, believe in the value of the campaign, and have a good rapport with employees. Leverage the influence and relationships this person has with employees to spark engagement in the campaign. Encourage your campaign chairperson to:

- Attend and speak at the campaign kickoff.
- Endorse the campaign and campaign events.
- Show personal and company support for the campaign.
- Motivate employees to give by sharing why they value the campaign.
- Thank employees for their participation.

Department Coordinators
Department or Team Coordinators should be the natural, inherent team leaders from every department. These leaders are well organized, efficient communicators that employees go to for guidance. Build on the leadership and management abilities of these key employees to communicate specific campaign details. Encourage your Department Coordinators to:

- Attend the campaign training(s) and the kickoff.
- Monitor the progress of the campaign within their department.
- Answer questions and provide guidance on campaign logistics.
- Serve as liaison between their department and the campaign committee.

Payroll Representative
The Payroll Representative needs to maintain confidentiality and coordinate all payroll deduction logistics. This person will ensure that payroll deductions are accurately noted and withheld. Encourage your payroll representative to:

- Answer logistical questions regarding payroll deductions.
- Archive pledge forms (copies) and campaign results for at least three years.
- Coordinate with employees who wish to decrease or cease their payroll deductions.
- Ensure the charitable payroll deductions are accurately reflected on paystubs and W-2 forms.
- Coordinate sending an aggregated check of employee payroll deductions to Community Health Charities monthly or quarterly.