



The Road Map to Running a Successful Workplace Campaign

In less than two months a workplace campaign can be successfully completed!
Whereas your campaign can have a long term impact on our community's health care.

10 STEPS to a successful employee campaign:

1. Secure senior management's support of a workplace campaign.
2. Appoint a workplace coordinator – this could be an individual or a team, like your social committee.
3. Set your campaign goal and launch date.
4. Select the ideas, events, or campaign structure to suit your work environment. Use our planning templates, list of activities and communications samples to help set-up your campaign. Let us help!
5. Launch your campaign – a two to three week campaign blitz typically works best.
6. Ensure your senior management provides leadership and visibility during the campaign.
7. Run events, have fun and enjoy the team building.
8. Communicate progress and results.
9. Tabulate final results.
10. Thank your donors, supporters and celebrate your success!