

SOAP FOR HOPE TOILETRY DRIVE

MAY 15-21, 2017

Tips for a Successful Campaign

Step 1: Set the tone.

Meet with the leadership of your organization and explain how your efforts will impact your community. Determine the level of support they can and will provide for you.

Some questions you can ask:

1. Will they lead by example and show support for the Soap for Hope drive?
2. Will they offer incentives for 100% participation or reaching a certain goal?
4. Will they sponsor a kick-off or event to celebrate the success of the campaign?

Step 2: Recruit a strong committee.

Ask for someone from each Department or other Clubs to join you in this initiative. Select committee members based on availability, rapport, and willingness to participate.

Step 3: Hold a committee meeting.

1. Discuss The Salvation Army and its needs.
2. Share ideas for events and prizes and brainstorm ways to encourage friendly competition.
4. Set a goal.
5. Share ideas on how to publicize the Campaign.
7. Assign duties for each member.

Step 4: Host a Kickoff.

Let people know about the Campaign and share the needs. Share how their help can impact the Community!

Step 5: Share Progress.

Be sure to give regular updates to participants. Competition can be highly motivating and progress reports can kick it up a notch!

Step 6: Celebrate Your Success!

Wrap up you campaign with flair. Invite a staff member from The Salvation Army to speak about the impact the donations have made and personally thank the participants.

