

## How to Plan a Campaign

Here are some simple steps to get you started on a successful fundraising campaign for Episcopal Relief & Development.

### **STEP 1: ASSESS INTEREST AND CAPACITY IN A CAMPAIGN**

- Begin conversations about a fundraising campaign.
- Discover if there is energy and excitement for Episcopal Relief & Development's Early Childhood Development work.
- Talk to members of your community, congregation, your rector and your deacons.

### **STEP 2: DEVELOP AND DISCUSS A PLAN**

- Goal: Will there be a total fundraising goal?
- Timing: Set the duration for one day, one month or a specified time.
- Launch: Discuss when to launch and announce the campaign to your community.

### **STEP 3: PRE-LAUNCH PREPARATION OR CAMPAIGN PLANNING**

- Prepare for the launch.
- Ensure the Rector will add announcements to their remarks.
- Determine who will speak for the group.
- Develop a presentation on your effort.
- Utilize the resources and toolkits on our [website](#) to generate ideas for your campaign.

### **STEP 4: ANNOUNCE THE CAMPAIGN**

- Present an overview of Episcopal Relief & Development, the fundraising goal (if you have one), your proposed timeline and how members can get involved.
- Ask the church leadership to reinforce this message as well.
- Organize a campaign booth to provide resources to members and collect donations.

### **STEP 5: SEND UPDATES ON CAMPAIGN**

- Keep members informed on campaign progress to maintain your momentum!
- Use weekly announcement times to share your progress.
- Schedule emails or website updates for your community.
- Share stories and photos of your efforts on the website or weekly e-blasts.

### **STEP 6: CELEBRATE SUCCESS!**

- Announce the completion of campaign, recognize leadership and thank everyone!
- Publish an article in your community newsletter.
- Be sure to inform us of your activities so that we can share and celebrate your success with you!

## Helpful Tips

### YOUR ROLE

- Be sure to collaborate with your Episcopal Relief & Development Diocesan Ministry Partner. We can help you locate yours or one from your province. Email us at [engagement@episcopalrelief.org](mailto:engagement@episcopalrelief.org)
- Spread the word with your local bishop, clergy and church leadership to raise awareness about the Episcopal Relief & Development fundraising campaign.
- Share stories about benefits from the campaign realized by your communities.
- Be a resource for information and material. The [website](#) has toolkits and additional resources.
- Your successes, large and small, can build awareness and encourage creative and exciting fundraisers that engage and inspire your diocese, parish and community.

### EXAMPLES OF AWARENESS-BUILDING

- Share stories about how Episcopal Relief & Development's programs nurture the potential of caregivers and young children, reduce violence against women and girls, strengthen communities' resilience to climate change and facilitate humanitarian response to disasters.
- Offer prayers in support of the work of Episcopal Relief & Development.
- Invite a speaker from Episcopal Relief & Development to join an adult forum or other meeting to speak about our work.

### EXAMPLES OF FUNDRAISING

- Organize bake sales, movie nights, Super Bowl parties or other activities to support the campaign. Your imagination is the limit!
- Share the donation link via email and social media to suggest donations for birthdays and other occasions "in lieu of gifts."
- Create crowdfunding or peer-to-peer online fundraising pages around events like walk-a-thons, fun runs, read-a-thons, etc.

### FOR MORE INFORMATION

- Explore our [Faith Formation resources](#).
- Episcopal Relief & Development print resources, including brochures and donation envelopes, can be ordered for free from [Forward Movement](#).

Be sure to share those stories with Episcopal Relief & Development. We will highlight the work of communities across the country throughout the campaign. You can send updates to [engagement@episcopalrelief.org](mailto:engagement@episcopalrelief.org).

Questions? Send an email to: [engagement@episcopalrelief.org](mailto:engagement@episcopalrelief.org).