

2004 CFC Innovation Award Nomination

Campaign: Hometown CFC

Category (choose one):

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|---|---|
| <input type="checkbox"/> Campaign Administration/Management | <input type="checkbox"/> Campaign Marketing |
| <input type="checkbox"/> Donor and Volunteer Recognition | <input type="checkbox"/> Collaborations |
| <input checked="" type="checkbox"/> Donor Research | <input type="checkbox"/> Other |

Description of Innovative Strategy

The participation rate of the Hometown CFC has declined by 5% each year over the period 2000-2003. Concerned that the campaign was not reaching out to new donors or meeting the needs of those who have participated in the past, the campaign developed an onlined donor survey.

Participation in the survey was voluntary and all submissions were anonymous. Two sets of questions were asked, based on whether the participant identified him/herself as a donor or non-donor. Questions were developed to gauge the donor's understanding of how the CFC works, level of trust in the accountability of the program, and receive recommendations for new and creative solicitaiton methods.

Results Achieved

More than 200 individuals participated in the survey; 120 donors, 80 non-donors. Two open-ended questions yielded more than 50 different suggestions on campaign marketing, use of technology, and campaign costs.

Lessons Learned

The LFCC incorporated three new items in the 2004 campaign as a result of survey feedback. First, it developed its website to include a searchable listing of charities based on keywords, rates, and section of the brochure. Second, it partnered with Federal union representatives to educate donors on the campaign infrastructure and accountability mechanims. Finally, the pledge card gave leadership donors the option to decline receipt of a gift for their participation.

The 2004 campaign saw an increase in participation of 8%, the first increase since 1999, and an increase in pledges of \$43,000 or 10%.