



2019 ANNUAL CAMPAIGN **VOLUNTEER GUIDE**

— Celebrating 65 Years of Transforming Lives —

#NPH65



2019 ANNUAL CAMPAIGN VOLUNTEER GUIDE

#NPH65

ANNUAL CAMPAIGN CONCEPT

The National Annual Campaign is designed to generate and leverage organizational prominence, community goodwill and urgency to drive donations and sponsorships. This year's campaign will highlight that the NPH organization is turning 65 as a way to galvanize national recognition and support. We hope to accomplish three main objectives:

1. Test/Launch Nat'l Annual Campaign to position NPH's longevity and mission worthy of support
2. Foster a philanthropic culture across all regions
3. Build capacity of fundraising to generate interest, leads and acquire new donations yearly

CAMPAIGN TIMELINE

	Prep	Launch	Active	Active	Active	Active	Active	Final Drive	End Campaign
	June 3 - 7	June 10 - 14	June 17 - 21	June 24 - 28	July 1 - 5	July 8 - 12	July 15 - 19	July 22 - 26	July 28 - Aug 2
Message themes			Hunger in Latin America	Addressing malnutrition	Rice & beans	Fruit	Animal protein	Food sustainability	
Messaging, Web, print, e-signature	email, web	website	email			AC \$ update	AC \$ update	AC \$ update	Publish \$ website
Recruit Campaign Volunteers									
Set Goals \$ + Engagement									
Nat'l ConCall w/regional leaders & volunteers									
Recruit Volunteers									
Recruit Volunteers, BOD, ABOD									
Recruit Volunteers School									
Campaign Volunteer Conference Call			TBD						
Annual Campaign Kick Off									
Community Ask RBOD									
Community Ask ABOD									
Community Ask School									
Annual Campaign Celebration									

VOLUNTEER DESCRIPTIONS

Annual Campaign Leaders – Campaign Leaders can be staff Members, or possibly a Board Member or other Influential Organizational Volunteer. Suggest selecting (2). The Leaders will champion the outreach, fundraising, collaborate with other NPH Staff and act as the Lead for the other Campaign Volunteers. The Leaders will participate on National Conference Call to launch the Campaign, and actively be involved in engaging the community, making asks, and supporting efforts to achieve the National Campaign goals.

- Leaders will make a personal gift of \$65.
- Leaders will ask 10 people to make a personal gift or pledge a gift of \$65 or more.
- Leaders will share campaign messaging on their social media, with their professional networks, and family and friends.
- Leaders will participate and encourage others to get involved throughout the campaign with planned activities.
- Leaders will attend and be part of the August Birthday Bash and/or finale.

Annual Campaign Volunteers – Campaign Volunteers can consist of members of the Regional Boards of Directors or Associate Boards, clubs etc. will be our front line, suggest recruiting 50+ volunteers to be Campaigners. They will also recruit and reach out to their personal and professional networks. They will select from a list of items to complete throughout the campaign.

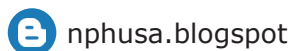
- Each Campaign Volunteer will develop a list of Personal Friends, Professional Individuals, Corporate Contacts to reach out and ask to support the Annual Campaign with gift of \$65 or more.
- Campaign Volunteers will reach out by phone and email to list
- Campaign Volunteers will participate in scheduled activities.
- Campaign Volunteers will engage and share information on their social platforms.

MESSAGING AND CALL TO ACTION

Use current platforms of social, web and print to visually represent the campaign. Take messaging from the International campaign and spread across all regions.



*



Be sure to:



*If you want to set up a FB fundraiser, call us - we're happy to help!



ABOUT US

Founded 65 years ago, Nuestros Pequeños Hermanos (NPH, Spanish for "Our Little Brothers and Sisters") strives to create a loving and safe family environment for vulnerable children living in extreme conditions. NPH USA supports this important work by providing financial resources for homes, education, and healthcare programs that serve thousands of children and families in Bolivia, the Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua and Peru.

WAYS TO GIVE



Online:
nphusa.org/nph65



Text:
Text the message
"nph65" to 71777



Phone:
888.201.8880



Mail:
NPH USA
134 North LaSalle Street
Suite 500
Chicago, IL 60602-1036

NPH USA is a registered 501(c)(3) nonprofit corporation, Federal Tax ID# 65-1229309. Donations are tax deductible to the extent provided by law.



YOUR PERSONAL NETWORK

Consider your circle of influence and who you could connect with to develop your campaign list:

Accountant/Financial Planner	
Attorney /Legal Counsel	
Auto Mechanic	
Building Contractor	
Church	
Colleagues/Employer	
Dentist	
Dry Cleaner	
Electrician	
Florist	
Family & Friends	
Health Club/Gym	
Insurance Agent	
Landlord	
Landscaper	
Local Businesses	
Member of Book Club/Hobby	
Neighbors	
Parents of Children’s Friends	
Play Groups	
Physician	
Plumber	
Resturants	
School University Alum Groups	
Veterinarian	
Other	

MEASURING SUCCESS

- Weekly updates shared via social and website.



GOAL: \$165,000 to feed our ENTIRE NPH family for 65 days



134 North LaSalle Street, Suite 500 • Chicago, IL 60602-1036
Toll-free 888.201.1880

Regional Offices
Northwest: 425.646.3935 • Southwest: 480.967.9449
Upper Midwest: 651.482.1703 • Midwest: 312.386.7499
Mid-Atlantic/Northeast: 617.206.4940
nphusa.org/nph65

