

10 Steps to a Successful United Way Campaign

- 1 Meet and Engage with your CEO**
 - Send out a personal letter of endorsement from your president or CEO
 - Have your CEO be a part of your kick-off
 - Discuss a corporate gift
 - Discuss and/or develop your campaign budget
- 2 Recruit a committee**
 - Recruit from all facets and levels of your organization
 - Set your Campaign time line
 - Assign committee tasks and establish target dates for completion
 - Utilize your United Way Campaign Staff. We are here to help!
- 3 Review and evaluate past performance and set a goal**
 - Review last year's campaign and any feedback you received as to what worked and what didn't work
 - Incorporate new ideas for this year's campaign
- 4 Set Employee Goals**
 - Create a dollar goal
 - Create a percent participation goal
 - Have a volunteer project available for employees (work with United Way Staff to organize your activity)
- 5 Publicize your campaign**
 - Share how to pledge, when to pledge and what your pledges support
 - Use provided United Way materials
 - Send email communications to raise awareness about your campaign activities
 - Use incentives to encourage giving
- 6 Conduct an educational campaign**
 - Invite United Way staff or a non-profit representative to speak at a large group meeting
 - Conduct group presentations for all departments
 - Ensure every employee receives United Way materials
 - Follow up with employees to ensure everyone has the opportunity to contribute
- 7 Promote Leadership Giving**
 - Discuss with your CEO leadership giving matching opportunities
 - Discuss with your CEO the opportunity for them to recognize leadership donors within the company
- 8 Ask everyone to give**
 - Ask for 100% participation
 - Include everyone when asking to give from active employees to retirees
 - Inform employees of the ways they can continue to GIVE, ADVOCATE and VOLUNTEER
- 9 Report results and say thank you**
 - Recognize individuals, groups or departments that went "above and beyond" during the campaign
 - Announce your final results to all employees
 - Thank everyone who participated in the campaign
- 10 HAVE FUN**
 - Arrange fun and informative activities to engage employees while they learn how to support our community by GIVING, ADVOCATING and VOLUNTEERING