

Steps to a Successful Workplace Campaign

1. CEO Support and Involvement

- Pledge a company gift/match (if applicable).
- Commit to holding employee meetings.
- Make a personal contribution.

2. Recruit a capable, committed campaign team

- Include one person from each department on your committee.
- Participate in United Way Employee Campaign Coordinator training sessions.

3. Set an aggressive campaign goal/Track Results

- Set an ambitious goal that stretches your team. Goals can include total dollars raised, percent participation and/or Leadership goals.
- Advertise goal.

4. Work with United Way to develop a Campaign Plan

- Use United Way campaign tools and materials.
- Secure raffle items or incentives for the campaign.
- Plan special events to create enthusiasm and raise funds.

5. Conduct a Leadership Giving Program (Gifts or \$500/\$1,000 or more)

- Set specific Leadership Giving goals.
- Ask senior management to be Leadership Givers
- Discuss Leadership Giving at all employee meetings.
- Provide special recognition for Leadership Giving.

6. Hold meetings for all employees

- Schedule 15 to 30 minute meetings to reach all employees.
- Provide food, door prizes and incentives for giving.
- Include campaign video or ask for a speaker from a United Way partner.
- Ask an employee to share a story about their experience with United Way.

7. Promote your campaign

- Share your "Way" and make it personal
- Ask everyone to give.
- Have fun!

8. Thank, Recognize and Report

- Post internal thank you messages: signs, articles and banners.
- Publish an internal roster of Leadership Givers and Loyal Contributors.
- Conduct campaign debrief with United Way and your Loaned Employee.