

STEPS TO RUNNING A SUCCESSFUL CAMPAIGN

1 Involve Your CEO & Get Support from Company Leaders

- Discuss your campaign with your CEO to obtain necessary approval for your campaign team and ideas such as day-off incentives and special gifts.
- Schedule a company wide kickoff and a leadership giving meeting. Encourage your CEO to attend and address employees. His or her attendance is a strong endorsement.
- Ask your CEO to send a letter, voicemail, or an email message to all employees. When he or she invites them to join in a response to the needs of the community, the message is a powerful one.

2 Recruit a Campaign Team

To make your campaign as easy as possible, recruit co-workers to help you. Be sure to include people who are enthusiastic and have a good relationship with their colleagues. Include representatives from your management team to assist in soliciting management; communications department to help promote the campaign through company communications, newsletters, and events; payroll department to assist in processing the pledges and providing up-to-the-minute results and reports on your progress; and, if applicable, gain Labor Union support to assist in formulating strategies and communications that appeal to labor. Try to make sure the campaign team represents the diversity of the workforce (i.e. gender, ethnicity, job responsibilities, etc.). Don't overlook retirees or off-site employees - they might enjoy being included.

3 Set a Goal

Reviewing last year's results is always helpful to determine your campaign's greatest area of potential. If the average gift amount was low, encourage more employees to give through payroll deduction. If participation has been low, an emphasis on recruiting new donors might be wise. There are many tools that can help - please contact your United Way representative for more information. Understanding your campaign's untapped potential will help you set a goal that is challenging, yet attainable. Remember to structure incentives and contests - such as donated gift certificates or merchandise for a raffle - to encourage the desired results for giving.

- Increasing the number of leadership givers will also cause your totals to soar. For more information about leadership giving.
- Consider setting a separate goal and providing incentives for contributions to the Community Impact Fund.

4 Organize a Leadership Meeting

A strong campaign begins with strong leadership giving. Ideally the leadership giving campaign should run in advance of your general United Way campaign. Announcing the results during the campaign kickoff generates excitement, builds momentum, and inspires others to give. Start the campaign with a meeting of management level employees (usually employees with \$50,000+ salaries), during which the CEO asks employees to support United Way with Leadership Gifts of \$1,000 or more. Be sure that your leadership chair is a leadership giver, and that he or she plans a separate event for potential leadership level donors.

5 Start a Countdown With Promotions

Many creative ways to build excitement and create awareness are located in this guide. Some great ideas for two or three weeks before kickoff are:

- Distribute the communication from your CEO to announce the campaign company-wide.
- Compile stories about co-workers who benefited from - or volunteer for - agencies supported by United Way. If employees are willing, share their stories and feature them on flyers, voice and email messages, or on your company intranet.
- Listen. Then encourage questions. If you don't know the answer, say so, and call your United Way representative for help. Respond promptly.
- Encourage your campaign team to talk about the campaign with co-workers to create awareness and build excitement for your upcoming kickoff.

6 Ask for the Pledge

Do you know the number one reason people don't give? They weren't asked!

- Present your colleagues with pledge forms, along with brief highlights of United Way's value to the community.
- Emphasize again that payroll deductions are the easiest way to give, using examples of \$/week.
- Ask your co-workers to sign and return the pledge form to you or take a moment to complete e-pledge, if available.
- Remind employees that pledge forms and pledge amounts are confidential.
- Don't forget to solicit people who will be away from the workplace on the day of your event, so they can be included in campaign totals and drawings.

7 Important Last Steps

- Thank your supporters. One of the most important things you can do as a campaign chair is thank all of the people who helped make the campaign a success. A letter from the CEO to all employees and a personal note from you to your campaigners and campaign team will let people know their efforts are appreciated. Additional thank you ideas are located in this guide.
- Report your results to your employees and to United Way. Knowing the results helps employees feel good about the amount they've raised together. Prompt, complete reporting to United Way also ensures that your company will get the recognition it deserves, as we include your company in community campaign totals. Talk to your United Way representative about ways to complete your campaign so results can be reported promptly and accurately.

8 Throughout the Year . . .

- Familiarize new hires with your company's caring culture and your participation in the United Way campaign. Consider asking for a pledge during orientation.
- Share stories about people who benefited from United Way's network of agencies.
- Visit www.uwcconline.org to find out about needs in your community and how your gift is achieving results.
- Visit www.volunteerway.org, your volunteer connection to the greater Delaware Valley. VolunteerWay is a comprehensive database of current volunteer opportunities that encompass all types of agencies and organizations. Various volunteer positions are listed, including individual and group opportunities and special events.