

10 Steps to a Successful Campaign!

- 1 Get support from your CEO**
 - Send out a personal letter of endorsement from your President or CEO
 - Have your CEO be a part of your kick-off by giving a speech or participating by making the first pledge
- 2 Recruit your team**
 - Set your timeline
 - Discuss and/or develop your campaign budget (free incentives do exist if necessary)
 - Ask for help! Volunteers will lend energy to your campaign
 - Decide what your campaign activities will be (presentations, activities, food, and prizes)
 - Establish target dates for completion
- 3 Review your history**
 - Work with UWTC staff to find out about your company's giving history and participation rate
 - Review your last year's campaign and any feedback you received as to what worked and didn't work
 - Incorporate new ideas for this year's campaign
- 4 Set a Goal**
 - Consider having a dollar and a percent participation goal
- 5 Spread the Word**
 - Share how to pledge, when to pledge, and what your pledge supports
 - Use materials provided by United Way or personal stories
 - Send email communications to raise awareness about the campaign
 - Create a section on your company's intranet and link it to the United Way's website (uwtc.org)
 - Promote incentives to encourage giving
- 6 Run your campaign**
 - Establish target dates for completion
 - Invite a guest speaker (UWTC can help coordinate)
 - Conduct group presentations
 - Ensure every employee receives UWTC materials
 - Follow up with employees
- 7 Promote Leadership Giving**
 - Discuss with your CEO the opportunity for him/her to recognize leadership donors within the organization (i.e. lunch with the CEO)
- 8 Ask Everyone to give**
 - Ensure every person is asked to give (the #1 reason people don't give is because they weren't asked)
 - Include both active employees and retirees
 - Ask your new hires as part of the HR package
- 9 Report results and say Thank You**
 - Recognize individuals, groups, and departments that went "above and beyond" during the campaign
 - Share your final results with all employees
 - Give special thanks to your committee
- 10 Have Fun!**
 - Engage your employees with activities that will educate them about UWTC
 - Provide special pledge incentives (i.e. pizza for first time donors)
 - Volunteer together (UWTC can coordinate)