

10 Steps to a Successful United Way Campaign!

United Way of Abilene
unitedwayabilene.org
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1 Meet and Engage with your CEO

- Send out a personal letter of endorsement from your president or CEO
- Have your CEO take part in your kick-off (i.e. speech or first pledge turn in)
- Discuss corporate gift
- Discuss/develop campaign budget (free incentives exist!).

2 Recruit a Committee & Plan your Campaign

- Set your campaign timeline (10 days max)
- Discuss/develop campaign budget
- Ask for help! Keep in mind that people who volunteer are involved because they want to be and will lend energy to you campaign
- Decide what your campaign activities will look like (presentations, food, prizes). Ask United Way to schedule speakers for your events
- Assign committee tasks and establish target dates for completion

3 Review/Evaluate Past Performance & Calculate Goal

- Find out about your company's giving history. Ask United Way for your company's information.
- Review last year's campaign and any feedback about what worked and didn't work
- Incorporate new ideas. Be creative!

4 Set Employee Goals

- Create a dollar goal
- Create a percent participation goal
- Have a volunteer project or drive available for employees

5 Publicize your Campaign

- Share how and when to pledge and what pledges support
- Use United Way materials (posters, video, brochures) available at unitedwayabilene.org
- Send awareness emails to employees
- Provide incentives
- Create a section to share United Way information on your company's intranet or promote your involvement with United Way on social media

6 Conduct an Educational Campaign

- Invite United Way staff to present at staff meetings or have United Way coordinate a guest speaker
- Conduct departmental meetings
- Send awareness emails to employees
- Ensure employees receive United Way materials
- Follow up with employees to ensure every employee has been given the opportunity to contribute

7 Promote Leadership Giving

- Discuss Leadership Giving matching opportunities with your CEO
- Discuss opportunities to recognize Leadership donors within your company (i.e. lunch with CEO)

8 Ask Everyone to Give

- Use committee members and other advocates to reach all of your coworkers
- Include active employees and retirees
- Ask new hires as part of your HR package

9 Report Results & say Thank You

- Recognize individuals, groups or departments who went above and beyond for the campaign
- Announce your final results to all employees through a communication from the CEO and/or have a finale activity
- Thank everyone at the time of giving (consider a thank you note)
- Make a THANK YOU display with posters, results, and activity photos
- Give special thanks to your committee
- Collect pledge cards, place in report envelope, complete required information and schedule a pick up with United Way

10 HAVE FUN!

- Engage your co-workers with creative activities that educate about United Way
- Provide special pledge incentives, such as prizes for first time donors, increased giving, or other levels as you feel appropriate



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