

### Recruit Your Campaign Team

#### Involve your Chief Executive Officer

- Ask him or her to endorse the campaign in a letter to all employees.
- Make sure he or she participates in employee campaign meetings to underscore your organization's support of the campaign and its importance to the community.
- Ask for campaign goal incentives such as days off, jeans day, etc.

#### Recruit a Committee

- Involve all the departments in your organization - look for team members who have experience with or a passion for United Way.

#### Get Out of the Office

- Get your committee excited about your campaign by taking them on an agency tour or signing up to volunteer for Day of Caring.

### Review Giving History

**Knowing the history, participation levels, and results of your workplace campaign is essential to developing a campaign plan.**

- Talk to the United Way staff to learn more about your organization's campaign and how it compares to others in the same industry.
- Talk to the former Campaign Coordinator at your workplace. Find out what worked and what didn't for the employees. See if they have any suggestions to help increase results.

# CAMPAIGN

## STEPS

### Plan & Promote Your Campaign

#### **Determine When, Where, and How Much**

Keep your campaign short and fresh. Allow 1-2 weeks for solicitation and one week for follow-up. Set a monetary campaign goal for your organization to reach that's realistic, but still challenging.

#### **Plan Publicity for Your Campaign**

Utilize company newsletters, emails, and bulletin boards.

#### **Consult Your Payroll Dept. about Deduction Policies**

Plan to utilize the convenience of payroll deduction. Make sure employees can pledge a certain amount from their paychecks each period.

#### **Choose your Approach & Utilize the Campaign Theme**

Does your group like to have fun or are they more serious? When you select your fundraisers and activities, try to pick ones that will best match with your group's attitude. And don't forget to utilize the campaign theme. The company who has the most fun with the theme will win the Spirit Award at the Annual Luncheon and Awards Celebration.

### Track Your Campaign Goals

*One great way to motivate employees is to publicly track your campaign goals.*

- Place United Way goal thermometers around your workplace - the lobby, break room, in front of the building, etc. Update the thermometer every day.
- Email goal updates to employees - this can be paired with "United Way Success Stories." (United Way can provide these for you.)
- Have the CEO or another member of management wear the same tie throughout the campaign - as you get closer to your goal, cut the tie accordingly until, hopefully, it disappears.

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GIVE  
HELP