**A MODEL CAMPAIGN**

**10 STEPS TO A SUCCESSFUL CAMPAIGN**

**EMPLOYEE MEETINGS**

* **Utilize team members for meetings in each department**
* **Distribute United Way brochure**
* **Use personalized pledge forms, if possible**
* **Present facts about United Way**
* **Use a United Way or agency speaker**
* **Announce incentives**
* **Emphasize payroll deduction**
* **Collect pledge forms at the meeting**
* **Set a deadline for those wishing to discuss their gift with their family and remember to get back to them**

**SAMPLE AGENDA**

**TIME PROGRAM BY WHOM**

**1 minute Welcome ECM**

**2 minutes UW Campaign CEO**

**Endorsement**

**5 minutes Explain: ECM**

**\* Campaign Goal**

**\* Incentives**

**\* Pledge Form**

**\* Payroll Deduction**

**15 minutes UW Info & UW**

**Campaign Video**

**2 minutes Make the ASK ECM/CEO**

**Collect pledge forms**

1. Attend Employee Campaign Manager Training.
2. Have CEO personally endorse the campaign.
3. Recruit a diverse campaign team:

* Recruit a campaign team with members

from all parts of the company company

* Campaign Team positions include:
* Next year’s Employee Campaign Manager
* Campaign Activities team
* Leadership Giving Campaign Chair
* Payroll Department representative
* Use comparison data provide by United Way
* Set non-financial goals
* Increase participation/Increase new donors

1. Set a challenge goal & communicate it.
2. Hold a separate Leadership Giving Campaign:

* Select a Leadership Giving Chair
* Determine potential Leadership Givers (Ex: Annual Salary - $50,000 or more)
* Create a specific Leadership Giving presentation in line with organizational culture

1. Educate employees about United Way:

* Use communication tools (posters, brochures, email blasts, etc.)
* Set up agency tours for steering committee
* Schedule speakers for meetings

1. Make giving easy:

* Encourage using Payroll Deduction
* Create a FUN campaign (Use incentives)

1. Organize group meetings that ensure 100% of employees are employees are **ASKED** to give.
2. Track progress and follow up on outstanding pledges
3. Report results and say **THANK YOU!**

