

# A MODEL CAMPAIGN

## 10 STEPS TO A SUCCESSFUL CAMPAIGN

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
  - 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
4. Set a challenge goal & communicate it.
5. 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
6. Educate employees about United Way:
  - Use communication tools (posters, brochures, email blasts, etc.)
  - Set up agency tours for steering committee
  - Schedule speakers for meetings
7. Make giving easy:
  - Encourage using Payroll Deduction
  - Create a FUN campaign (Use incentives)
8. Organize group meetings that ensure 100% of employees are **ASKED** to give.
9. Track progress and follow up on outstanding pledges
10. Report results and say **THANK YOU!**

**CHANGE**  
**STARTS HERE.**  
**CAN WE COUNT YOU IN?**

## 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

<u>TIME</u>	<u>PROGRAM</u>	<u>BY WHOM</u>
1 minute	Welcome	ECM
2 minutes	UW Campaign Endorsement	CEO
5 minutes	Explain: <ul style="list-style-type: none"><li>* Campaign Goal</li><li>* Incentives</li><li>* Pledge Form</li><li>* Payroll Deduction</li></ul>	ECM
15 minutes	UW Info & Campaign Video	UW
2 minutes	Make the ASK Collect pledge forms	ECM/CEO



United Way of the Ohio Valley