

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

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">* Campaign Goal* Incentives* Pledge Form* Payroll Deduction	ECM
15 minutes	UW Info & Campaign Video	UW
2 minutes	Make the ASK Collect pledge forms	ECM/CEO



United Way of the Ohio Valley