

KEYS TO A SUCCESSFUL CAMPAIGN

ENERGIZE

Meet with your UW staff member to develop campaign goals and strategies.

Review the previous campaign's performance and determine opportunities and challenges.

Recruit and train a campaign team.

Develop your campaign timeline with dates and goals.

Meet with your CEO to confirm their commitment.

INSPIRE

Plan your campaign theme and special events.

Set dates for employee meetings and agency tours.

Ask your LUW staff member about speakers for employee meetings.

Request pledge forms, brochures, and other materials from your UW contact.

Personalize pledge forms with contact info and last year's giving info for each employee.

ENGAGE

Promote your campaign's special events and meetings.

Conduct a leadership giving campaign, which is one of the best ways to increase the success of your overall campaign.

Send communications from the CEO endorsing and announcing your campaign.

ASK

Kick off meetings with your campaign group.

Ensure that every employee receives materials and has the chance to give.

Conduct special meetings and events.

Publicize interim campaign results.

Send follow-up emails every few days to keep up the enthusiasm and build awareness. Include community facts and success stories.

Have fun!

THANK

Wrap up your campaign and collect all pledges. Follow up with anyone who did not submit a pledge form.

Tabulate the results and submit campaign reports to United Way.

Announce the campaign results to your staff.

Thank all contributors with celebration a event, letter, email, etc.

Conduct a campaign debriefing with United Way and your team and develop a written summary for next year.