

2008 United Way CEO Call Tip Card

Why do we need to meet with the CEO?

A successful campaign requires the support of a CEO. Having them on board sets a tone for how their employees will respond to United Way and cuts down the time it takes to implement a campaign.

What if a company has already tried to run a campaign, unsuccessfully?

The way a campaign is run dictates its success or failure. By trying different tactics to inform employees about what United Way is and have some fun doing it many companies are able to have very successful campaigns. United Way staff is always willing to help develop a new and innovative approach.

The CEO doesn't want to coerce employees to give.

We don't want them to either. Educating employees the facts about United Way allows them to make their own informed, personal decision about giving. United Way discourages pressuring employees and has a written policy against coercion.

The company is experiencing hard times. How can the CEO ask employees to give?

Simply give employees an opportunity to make the decision to give for themselves. By running a campaign you may actually be offering employees the opportunity to learn about a program that they could benefit from. Also, there are other ways to get involved in United Way. We encourage people to volunteer and advocate for causes that they care about.

GIVE. ADVOCATE. VOLUNTEER.