MANAGING A SUCCESSFUL CAMPAIGN

OSTEPS TO A SUCCESSFUL UNITED WAY ANNUAL CAMPAIGN



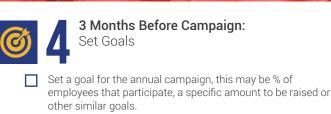
Brainstorm campaign activities, see our list of campaign

ideas on our Campaign Toolkit page

· Mobile Cause / Text to Give · Online Pledge Form • Paper Pledge

ePledge

Decide which pledge process you will be using:





Train Your Team		
Contact us to receive training on managing the annual campaign and activities.		
Host a training/orientation session for your Campaign Committee.		
Schedule a training session for your unit reps/departmeleads (if applicable).		
2 Months Before Campaign: Plan Campaign Kickoff Day Activities		

6	2 Months Before Campaign: Plan Campaign Kickoff Day Activities

Visit our Campaign Toolkit page for an email auto signature, flyers and other digital assets to promote the campaign.

Order the prizes for the campaign kick off day activities. Don't forget, we've created a list of campaign kickoff day activities on our Campaign Toolkit page.

Consider ordering United Way of Whitewater Valley T-Shirts for Committee members to wear on the kickoff day.

Consider a guest speaker, contact us to help you coordinate the right fit speaker.





1 Month Before Campaign: Start Promoting & Publicizing Your Campaign

- Start to raise awareness of the kickoff campaign date.
- Share the provided United Way of Whitewater Valley's materials. see our Campaign Toolkit page for digital assets that can be printed or shared electronically.
- Send an Employee Email to create excitement about the upcoming campaign, see our Campaign Toolkit page for sample emails.



1 Week Before Campaign:

Host an Educational & Informative Session

- Invite us to present at a large group meeting. We are happy to share the impact the dollars raised has on our local Wayne and Union Counties.
- This is a great time to have the guest speaker in to energize your group.
- Ensure every employee receives the United Way materials.



Campaign Kick Off Day:

- Kick off the day with the CEO or Senior Leader speaking to the team members and discussing the Leadership Giving and/or matching opportunities.
- Host your launch day activities.
- HAVE FUN! You and the Committee have worked hard, enjoy the day



1 Week After End of the Campaign: Report Results and Say THANK YOU!

- Announce the final results to all employees through a communication from your CEO and/or conduct a finale activity.
- Thank everyone at the time of giving but, later send thank you cards or a small gift form the company for their participation.
- Make a THANK YOU display in a common area.
- Give a special thank you to your committee.
- Collect all pledge cards, complete the process we've provided and call us to pick up.

