

1 GET PREPARED

Work with your United Way representative to set goals, discuss ways to communicate the message, create a buzz and incorporate fun activities that add momentum to your campaign.

How this helps:

Having a plan makes the process smoother and easier for you to implement and manage.

Strategies:

- Contact your United Way representative to start planning for this year's campaign.
- Review your campaign's history including the total amount raised, participation rate, average gift and the strategies used last year.
- Set beginning and end dates for your campaign.

3 ENLIST MANAGEMENT SUPPORT

Leaders lead! The support of your president/CEO, management team and/or labor leaders is crucial.

How this helps:

By personally endorsing the campaign, members of your senior management team demonstrate their commitment both to your organization's campaign and United Way.

Strategies:

- Plan events around the president/CEO's calendar whenever possible or call on other senior leaders to represent the president/CEO.
- Ask the president/CEO to hold a United Way educational meeting with his/her leadership team.
- Enlist leaders to speak at kickoff meetings and send emails or letters.

Craft a letter to staff using the *Leadership Letter to Employees* sample.

2 RECRUIT AND TRAIN A CAMPAIGN TEAM

You don't have to do it alone! Having representatives from each department can be very effective. This team can help in all stages of the campaign: planning, promoting awareness and distributing and collecting materials.

How this helps:

This distributes your duties, stimulates more ideas, helps create enthusiasm about the campaign, and builds employee morale.

Strategies:

- Form a campaign committee that provides leadership from all facets and levels of the organization.
- Recruit people who are energetic, organized and well-liked by their peers.
- Include your campaign committee in the meeting with your United Way representative.

4 IDENTIFY CAMPAIGN ELEMENTS

Meet with your committee early and often to discuss goals, communication strategies, incentives and special events.

How this helps:

Engaging employees in various activities helps them feel like part of the campaign and adds an element of fun!

Strategies:

- Set campaign goals and publicize them throughout your organization.
- Develop incentives to make influential changes such as early return of pledge cards, first-time donors, using payroll deduction and increased giving.
- Review the *Campaign Timeline and Checklist* to make sure your campaign plans stay on track.