

10 STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

1 CEO CONTACT

Involve your CEO in all initial planning. Discuss budget, corporate gifts, and CEO involvement throughout the campaign.



Recruit a committee to help, set your timeline & budget, and design your campaign. Be creative.

2 RECRUIT

Identify your campaign activities. Delegate tasks to your committee.



Evaluate past campaign performance and calculate a goal. United Way can help, especially when it comes to incorporating new ideas.



3 REFLECT

SET 4 GOALS

Discuss the hard numbers and where you want to grow your campaign. Create non-monetary volunteer opportunities.



Tip: Creating volunteer opportunities encourages everyone to get involved. Use of volunteermarion.org can help with opportunities that align with your company's mission.

10 HAVE FUN

Engage your employees with fun AND meaningful activities, prizes, and volunteer opportunities.



PUBLICIZE

Share how, where, and when to pledge and incentivize giving.



5

Order Live United shirts- they create a great photo opp!

Utilize and distribute United Way campaign materials.

9

REPORT & THANK

Announce your final results to your organization and your local United Way in a timely manner and thank everyone involved!



ASK 8

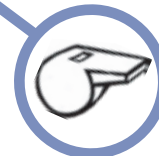
Include new hires upon arrival, current staff and leadership, and retirees in the asking process by providing them with pledge forms.



7 LEADERSHIP GIVING

Recognize leadership gifts and discuss CEO matched donations.

Tip: Successful campaigns have heavy involvement from leadership, setting an example of participation from the top down.



6 CONDUCT CAMPAIGN

Distribute campaign materials and host a United Way speaker.

Invite guests speakers from United Way. Create learning opportunities through educational campaign activities.



United Way of Marion County