

QUICKSTART

CAMPAIGN GUIDE



4 STEPS TO A SUCCESSFUL CAMPAIGN

GET GOING

- Meet with your CEO to secure a budget and space on the calendar. When during the year is best for you? Would you be more effective with a short or a long campaign timeframe?
- Meet with a United Way staff member to share information about your company and implement a timeline. Assess your support requirements. Will you want an online giving campaign or a payroll deduction campaign?

BUILD & DEVELOP

- Create a campaign team and collaborate on team-building event ideas and fundraising strategies.
- Develop a detailed timeline and calendar. Digital campaigns can require up to 4 weeks lead time to prepare and train.
- Set your fundraising goal. Set a participation goal. Set a volunteerism goal.

AWARENESS MESSAGING

- Internally promote your campaign 1-2 weeks in advance.
- Recruit a leadership giving team.
- Invite a United Way representative to speak at a kickoff event and communicate reasons to give and volunteer.

CAMPAIGN LAUNCH

- On your kickoff date, send out Ask emails to your employee teammates.
- Celebrate with your special team-building events.
- Hold a team volunteer event.
- Send out weekly reminders of activities to your teammates
- Two days prior to your campaign end date, send out a final reminder email to employee teammates
- Collect and paper pledge forms (if applicable) complete your campaign reporting form
- Schedule a wrap-up meeting with a United Way representative to collect your campaign summary
- Send a letter from your CEO with your campaign results
- Send a thank you to all participants!