

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.



2

RECRUIT

Recruit a committee to help set your timeline and budget, and design your campaign. Be creative! Identify your campaign activities and delegate tasks to your committee.



3

REFLECT

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



4

SET 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. Your United Way rep can connect you with opportunities that align with your company's mission.

10

HAVE FUN

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



5

PUBLICIZE

Share how, where, and when to pledge and incentivize giving. Order Live United shirts- they create a great photo opp! Utilize and distribute United Way campaign materials



UNITED WAY CAMPAIGN

9

REPORT AND THANK

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



8

ASK

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



7

LEADERSHIP GIVING

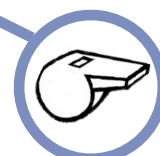
Ask for leadership gifts and discuss CEO matched donations.



6

CONDUCT CAMPAIGN

Distribute campaign materials and host a United Way speaker. Invite guest speakers from United Way, create learning opportunities through educational campaign activities



United Way of Northern Shenandoah Valley