

Steps to Success

Gain Support from Top Management

Support from top management will make your job easier and your campaign more successful. Find out what resources are available and strive for the following commitments:

- Management allows time for you to coordinate the campaign.
- Request time and budget for campaign-related activities and incentives.
- Ask the CEO to write a letter endorsing the campaign.
- Invite management to make appearances and speak at employee meetings and events.

Employees will only be as enthusiastic about the campaign as top management. Be sure to demonstrate top management's commitment to United Way.

Develop a Strong Campaign Team

Having others assist you with the campaign will make it fun and easy for everyone involved. Here are some tips for recruiting your committee:

- Make sure to include representation from all areas of your organization.
- Include a member of management on your committee to work with the Leadership giving portion of the campaign.
- Recruit people who believe in United Way and will help others get excited about the campaign.
- Assign roles and responsibilities.

Set a Goal

- Analyze past campaign results, giving trends and levels of participation to project a goal. United Way staff will be glad to help with this process
- To make the goal work as an incentive, publicize your progress!

Plan & Prepare for the Campaign

Decide what will work best for your company's environment. The chemistry of your group should determine the type of campaign you plan.

- Decide on a theme, activities, incentives, and a thank you event.
- Develop a detailed timeline and calendar.
- Set a challenging goal based on total dollars raised and/or percent of participation.
- Determine when employee meetings will take place. These meetings provide employees with the most information about United Way. (Be sure to check

- when the CEO or members of top management are available to attend the meetings.)
- Leadership solicitation and a retiree campaign are two ways to involve sometimes forgotten groups. Contact a retiree and a past leadership giver to serve on the committee and lead these solicitations, if possible.

A Leadership Donor is an individual or family who donates \$500 or more annually. Spouses can combine their gifts to reach \$500 and become leadership donors, even if they are employed at separate companies. Leadership donors are recognized in an annual Leadership publication.

Promote United Way and Make the Ask

Educating employees about the value and work of United Way is the best way to gain their support. United Way staff can suggest materials that are available and provide help in selecting the most effective tools for your workplace.

- Utilize United Way brochures, posters and videos.
- Invite a United Way representative to speak to employees at a kick-off/employee meeting about how their investment in the community can change lives.
- Hold a special event for leadership givers.
- Use technological resources, such as intranet, email and/or voice mail, to pass along information about United Way to all employees.
- Promote the ease of payroll deduction.
- Give small gifts to employees to recognize their efforts.

Share Information About Your Campaign



On the bulletin board:

- Report on last year's campaign
- Tell employees how their contributions helped others
- Have an honor roll of campaign volunteers and donors
- List or display brochures from member agencies
- Show pictures from your previous campaigns
- Feature employees who volunteer in United Way agencies
- Display your progress toward the company's campaign goal
- Thank co-workers for participating in the campaign

In newsletters:

- Recognize outstanding performance by a volunteer, or increased giving by Departments
- Relate stories of employees who volunteer at United Way agencies
- Tell the story of an employee who benefited from an agency
- Include a letter of support from the boss and campaign manager
- Interview an agency director about how United Way funding is used
- Thank co-workers for participating in campaign

Promote Year-Round Communications

The main campaign is done, but there are literally thousands of ways for your company to remain involved with United Way year-round. When your employees are exposed to the United Way of Mesa County and its agencies on a year-round basis, it will make campaigning for pledges next year much easier!

- Work with your United Way representative to customize a New Employee program that is right for your company.
- Volunteer to be on an allocation panel for the coming year.
- Include United Way stories in your company newsletter or send e-mails about the work that United Way is doing with the donor's contributions throughout the year.
- Your United Way representative can provide stories and information for you.
- Contact the United Way office to arrange a tour or speaker to learn more about a community need and the work of an agency.