

# INCREASE CAMPAIGN TOTALS

Every company, regardless of size or industry, has the potential for a fulfilling and successful campaign. These nine steps will help you develop a campaign plan that will put you on the path to success.

## STEP 1: MEET WITH YOUR UNITED WAY REPRESENTATIVE

- Whether this is your first or fiftieth campaign, don't feel like you have to go it alone.
- United Way staff and Loaned Executives (volunteers from other companies in the community) are here to help you identify areas for growth and provide tools and resources to help you along the way.
- Meet with your United Way representative to review strategies specific to your company.

## STEP 2: SECURE TOP-LEVEL SUPPORT

- Support from top management will make your job easier and your campaign more successful. Meet with your leadership and ask them to support the campaign by:
- Announcing your role as Employee Campaign Chair (ECC).
- Appointing next year's ECC to work with you. This will ensure a smooth transition each year.
- Making a corporate contribution.
- Authorizing a payroll deduction contribution plan for employees if one does not exist. (Companies that use payroll deduction raise more money than those that do not.)
- Endorsing a plan for leadership solicitation and, if appropriate, appoint a Leadership Circle Chair.
- Reviewing your overall campaign plan and goal.
- Allowing adequate time and resources for campaign planning, your attendance at training, group rallies and employee solicitation.
- Sending a personalized letter of endorsement.
- Attending campaign events and endorsing United Way.

## STEP 3: RECRUIT A TEAM

- Having others assist you will make your campaign fun and easy for all involved.
- Make sure to include representatives from different parts of your organization. Consider representatives from management, labor and human resources who believe in United Way.
- Clearly define roles and responsibilities and set a meeting for your team and your United Way representative.
- Invite your team to participate in Day of Action on September 12th.

#### **STEP 4: DEVELOP A PLAN**

- Identify the culture of your company and choose strategies tailored for your workforce
- Decide on a theme, activities and incentives that work with culture.
- Review the strengths of past campaigns and participation levels with your UW representative and focus on potential growth areas.
- Use our market segmentation strategies to reach out to employees in a more tailored manner.
- Develop a timeline for your campaign.
- Kick off with an event like a rally that generates enthusiasm and focus.
- Host a leadership event as part of your outreach. (See step 5)
- The average campaign runs about two or three weeks.

#### **STEP 5: START WITH LEADERSHIP**

- Leadership contributors demonstrate their involvement, commitment and compassion with an annual gift of \$1,000 or more.
- Find out more about Leadership campaigns [here](#).
- Contributions from this group make up over 60% of all employee contributions.

#### **STEP 6: SPREAD THE WORD**

- Educating your employees about the value and the work of United Way is the best way to gain their support.
- Your United Way representative is an excellent source for any materials and assistance you may need.
- Offer agency tours to your employees.
- Utilize United Way brochures and posters.
- Use technological resources, such as intranet, e-mail and/or voicemail, to pass along information about United Way to all employees.
- Use incentives and other forms of recognition to thank employees for their generosity.

#### **STEP 7: KICK THINGS OFF**

- Gather your employees and allow them to see how their investments in our community can improve lives.
- Make the event fun, a break from their day-to-day. Food is always a welcome incentive.
- United Way representatives are available to meet with your team whenever is best and as often as needed.

- Ask your UW representative to invite one of our partner agency programs to help further demonstrate the importance of your employees support.

### **STEP 8: WRAP UP AND THANK YOU ACTIVITIES**

- Collect all the pledge forms in a United Way provided envelope making sure that the donor and payroll department have their copies.
- Thank all your employees and committee members for their support of your efforts.
- Ask your CEO to send a communication to all employees thanking them and announcing your campaign results.
- Schedule a wrap-up meeting with your United Way representative to deliver results and provide updated company information.

### **STEP 9: STAY IN TOUCH**

- United Way of Hall County has many opportunities for your employees to stay engaged with community improvement all year long.
- We're social: Facebook, Twitter, LinkedIn, YouTube, Pinterest and Flickr
- Keep informed: Sign up to receive our corporate partner alert, filled with timely information you can share with your employees
- Get out of the office: Volunteer as an individual or team by visiting us at [www.unitedwaydm.org/volunteer](http://www.unitedwaydm.org/volunteer) or participating in our annual Day of Action, September 12, 2012.
- See your investments at work: Schedule a time with your UW representative to tour a local program or have a speaker come in throughout the year to share the results of your support.