

# United Way of Greater Greensboro

## Campaign Execution

Company \_\_\_\_\_

# of employees \_\_\_\_\_

Company CEO \_\_\_\_\_

ECM Name \_\_\_\_\_

ECM Email \_\_\_\_\_

ECM Phone \_\_\_\_\_

### Pre-Campaign

When does your campaign typically begin and end?

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How do you announce the campaign kick-off/ meeting(s)?

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Will your company make a corporate gift or be a corporate sponsor?

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Is your annual United Way campaign well received by employees in your company? Why or why not?

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### Meeting Execution

How do you get employees to attend the campaign kick-off/meeting (s)?

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How do you promote the Caring Club® Card?

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How do you promote our engagement groups (Women's Leadership, Young Leaders & African American Leadership)?

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When do employees fill out pledge forms or complete the e-pledge process?

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Would our paperless online giving system e-pledge be something you would consider this year? Why or Why not?

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**Follow-up**

What is the method of collecting pledge forms?

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What type of thank you do you provide for donors?

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What kind of year round information are you providing to donors?

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**Special Events**

What special events raise the most money?

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What events are easiest to execute?

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What events are morale boosters for employees?

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Do you have a leadership event for Cornerstone (\$1,000+) donors? If so, what is the event? If not, is this something you would consider for the 2010 campaign?

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Does your company conduct a matching gift program for employee donations? If so, what is the criteria to qualify for the match (ex: total dollar value required to qualify and amount matched by company)?

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Do you (check those that apply):

- Use pledge forms other than those provided by United Way of Greater Greensboro?
- Use your own online giving system?
- Run an "Open Campaign" (allow giving to other non-profits)?