

✓ YOUR CAMPAIGN CHECKLIST

Plan ahead! Always give yourself plenty of time to execute your great ideas!

10 BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN

- ✓ Recruit a team and secure CEO/management support.
- ✓ Review your past campaign and THINK DIFFERENTLY about this year.
- ✓ Set a timetable and campaign schedule.
- ✓ Set goals (and meet them).
- ✓ Incorporate volunteering into your campaign (offsite or onsite).
- ✓ Promote your campaign to employees and retirees.
- ✓ Start your campaign with a fun, inclusive kick-off.
- ✓ Organize special events and use incentives.
- ✓ Recognize leadership donors, loyal donors, first time donors, etc.
- ✓ THANK employees and celebrate success!

WRAPPING UP & PAPERWORK

- ☐ Collect pledge forms, cash, checks (weekly & at the end of the campaign).
- ☐ Report results to employees, finalize & prepare envelopes for United Way.
- ☐ Update United Way on the # of employees at your company.
- ☐ Contact your United Way rep to pick up envelopes (**before Thanksgiving!**).
- ☐ United Way picks up campaign envelopes on a weekly basis.
- ☐ Evaluate your campaign with your team and start planning for the future.

HOW CAN UNITED WAY ASSIST YOU?

Your United Way representative can help with...

- Running reports
- Sending thank you notes/emails, videos, marketing collateral, etc.
- Speaking at meetings and special events
- Participating in campaign team meetings
- Identifying opportunities for volunteering and further engagement
- End of campaign analysis and debrief

QUICK START GUIDE

2016 Employee Campaign Manager (ECM)



THE ROLE OF AN ECM IS TO...

- | | |
|-------------------|--------------------------------------------|
| 1. PLAN | Assemble a team and plan your campaign. |
| 2. INSPIRE | Share United Way's story and impact. |
| 3. ENGAGE | Volunteer and learn about community needs. |
| 4. ASK | Ask co-workers to invest. |
| 5. THANK | Say thank you and celebrate success! |

CAMPAIGN TIPS

DEMONSTRATE YOUR PASSION

- Commit to United Way by making your pledge. Let your co-workers know that you have done so, and share why United Way is *important to you*.
- Share with your co-workers any stories you have about United Way, or any you have heard that have left a strong impression on you.

TOUCH THE MIND AND THE HEART

- Share stories and statistics.
- In Greensboro alone, 57,000 people are living in poverty: That's 1 in 5 residents and 25% of children struggling to obtain basic needs.
- Poverty = a household income of \$24,300 or less for a family of four.

MAKE YOUR CAMPAIGN MEETINGS INTERACTIVE

- Don't bore people with lectures! Create fun activities instead of relying on a speaker.

VOLUNTEER THROUGHOUT THE YEAR

- Increase participation by planning volunteer activities that let employees see the impact of their gift firsthand.

PROMOTE UNITED WAY

- Utilize United Way communications, events, and impact updates to keep your employees connected to our work year-round.

UNITEDWAYGSO.ORG/CAMPAIGN-TOOLKIT

Visit our website for more resources...

- Speaker Request Form
- Impact Statements
- Interactive Meeting Ideas
- Special Event/Incentive Ideas
- Videos
- Volunteer Resources
- Marketing Materials
- Finance Forms
- Pledge Form
- And more!

2016 CAMPAIGN MESSAGES



THE NEW UNITED WAY IS DOING BUSINESS DIFFERENTLY

Teachers, bankers, career coaches and more are helping 57,000 people find new ways to meet basic needs.

YOU HAVE THE POWER TO TURN \$1.00 INTO \$1.80

In addition to your gift, hundreds of volunteers and community partners collaborate to secure additional benefits.

GIVE FOR MORE THAN A TAX WRITE OFF

Give because you want to be a part of a local movement determined to make your community a better place for everyone.

UNITED WE CAN REDUCE POVERTY

Let's work together to: STOP

- Poverty
- Handouts
- Crime

START

- Thriving
- Employing
- Business Development



United Way
of Greater Greensboro