

CAMPAIGN TIPS

10 BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN

1. Build a team and secure CEO/management support.
2. Determine your timeline and start planning at least 6-8 weeks before your kick-off.
3. Set your goal.
4. Plan your campaign activities.
5. Incorporate volunteering into your campaign.
6. Promote your campaign to employees (and retirees).
7. Start your campaign with a fun, inclusive kick-off.
8. Organize special events and use incentives.
9. Recognize leadership donors, first time donors, etc.
10. THANK employees and celebrate success!

UNITED WAY CAN HELP WITH...

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

UnitedWayGSO.org



QUICK START GUIDE

EMPLOYEE CAMPAIGN MANAGER (ECM)



United Way fights for the opportunity, prosperity and future of every person in greater Greensboro.

THE ROLE OF AN ECM

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

As an ECM, you are helping meet your community's needs and we appreciate your time and efforts!

GET THE ANSWERS YOU NEED

- What is United Way?
- Why give?
- Why is United Way focused on poverty?
- How does United Way turn \$1 into \$1.94?
- How does United Way make funding decisions?

Find answers and more at UnitedWayGSO.org/FAQ

YOUR UNITED WAY TOOLKIT

- Speaker Request Form
- Volunteer Resources
- FAQ
- Marketing Materials
- Impact Statistics & Stories
- Finance Forms
- Special Event/Incentive Ideas
- Pledge Form
- Videos

Find these and more at UnitedWayGSO.org/Campaign-Toolkit

CAMPAIGN PLANNING WORKSHEET

What are your campaign goals?

Total campaign \$: _____
of new donors: _____
% participation rate: _____
OTHER: _____

What are your campaign dates?

Start: _____
End: _____

Who do you want on your campaign team?

-
-

Who in executive management will you recruit to help?

-
-

What campaign events/volunteer activities will you plan?

-
-

CAMPAIGN WRAP UP

- Collect pledge forms, cash, and checks
- Report results to employees & prepare envelope for UW
- Update United Way on the # of employees at your company
- Call United Way to pick up envelope (before Thanksgiving!)
- Evaluate your campaign and start planning for the future