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

United Way of Greater Greensboro is leading a movement to END local poverty.

UnitedWayGSO.org
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 local children, families, and adults find pathways out of poverty.

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 $1.90?
• 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