1. Build a vibrant campaign committee that includes cross-departmental and 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 additional impact?
- 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