

10 STEPS TO A SUCCESSFUL WORKPLACE CAMPAIGN

1. Involve your CEO or senior manager.

The success of your campaign can be significantly improved based on the commitment and visible support of your CEO. Get his/her support up front!

2. Recruit and train your campaign committee.

Your campaign committee will help you manage your organization's campaign and communicate with employees about United Way. Ask your CEO and/or union leadership to help recruit representatives from all levels of your organization.

3. Promote leadership giving.

Peer to peer solicitation is key in leadership giving. Ask your CEO to appoint an executive who will solicit members of the management team for leadership gifts of \$1,000 and above.

4. Recruit campaign representatives

One-on-one contact and personal follow-up are proven to be the most effective ways to raise funds. Recruit some co-workers as campaign representatives to help you personally answer colleague's questions about United Way.

5. Promote and publicize your campaign.

Establishing a financial goal for your campaign is a great way to get people motivated. Education is critical in reaching your organization's campaign goal. Your United Way staff can provide you with materials that both get the word out and inform employees about how their contributions can help the community.

6. Hold a kickoff event and employee group meetings.

Build enthusiasm for the campaign by asking your CEO to attend a kickoff event and to publicly endorse the campaign. Work with United Way staff to invite an inspirational guest speaker that has been impacted by the United Way to speak at your staff meetings.

7. Follow-up with employees.

Most people do not give because they are not asked. Collect all pledge forms whether or not an individual contributes, so you know that everyone has had an opportunity to pledge. The campaign is complete once all forms have been returned.

8. Keep them giving.

Mid-way through the campaign you should compare last year's donor list with current contributors to determine who has not yet returned a pledge form. Personally thank these donors for their past gifts and develop a follow-up strategy for non-respondents.

9. Thank everyone! Celebrate success!

Thank everyone who worked on the campaign and contributed to United Way, and tell everyone how much the campaign raised and what percentage of employees participated. The value of generously thanking everyone cannot be overestimated.

10. Get a jump on planning for next year's campaign.

Critique the campaign with your CEO, campaign committee and United Way staff. Listening to what people liked, what worked and what did not will help your organization's plan for next year's campaign.