

KEYS TO A SUCCESSFUL CAMPAIGN

- » Enlist the support of your CEO.
- » Recruit a campaign team to assist you.
- » Schedule United Way training. Work with United Way staff to develop strategies and set a goal based on last year's effort and this year's workplace environment.
- » Hold employee meetings and schedule United Way staff to attend. Use the meetings and other communications as a way to educate colleagues about United Way.
- » Use incentives to encourage giving. Hold fun special events that build enthusiasm. Consider volunteering as a team-building project.
- » Visit our website often to gather ideas and find resources available to you.
- » Promote the campaign using tools available through United Way including posters, sample emails, guest speakers, and endorsement letters.
- » Run a special solicitation for those who are, or have the potential to be, leadership givers (those who contribute \$1,000 or more annually).
- » Wrap up your campaign and report results within your company/organization and to United Way.
- » **Provide a copy of all original pledge cards to your organization's Payroll/Human Resources Department. Return all original pledge cards, as well as any gifts of cash, checks, or credit card to United Way by Tuesday, November 22.**
- » Say "thank you" to those who contributed to the campaign and anyone who helped coordinate it. Send letters signed by the CEO; hang thank you posters; write thank you notes; and post a message on your company's intranet or send an email.
- » Implement a New Hires program if you don't have one already. Consider adding a component about United Way into your new employee orientation.

INSPIRE OTHERS TO LIVE UNITED

INFORM.

Make giving personal and relevant. For instance, ask employees how many cups of coffee they purchase in a week. Would they consider donating that money to United Way to help improve people's lives?

- Make your pledge first.
- Read through United Way materials and be familiar with our work.
- Invite questions and share stories about how people are Living United. Share your own story, too.
- Add special events to your plans to get people excited about the campaign.

ASK.

Most people don't give simply because they were never asked. Personal contact and a positive attitude are critical to your campaign's success.

- Ask co-workers you know first.
- Start off with people who already donate.
- Encourage payroll deduction. It's the easiest way to give.
- **Challenge donors** to increase their giving by small amounts.
- **Provide incentives for giving.** Not all incentives need to cost money. Consider a special parking spot as a raffle prize or letting those who donate dress casually or wear jeans.

THANK.

- Send handwritten notes to donors.
- Hang United Way thank you posters throughout your building.
- Thank people personally at your wrap-up event.
- Have your CEO send thank you letters to those who contributed.

2016-2017 Campaign Chairs

Mike Goralski and Frank Monteiro
MacDermid Performance Solutions



SAMPLE 15-MINUTE AGENDA

EMPLOYEE MEETING	ITEM	PRESENTER	TIME
	Opening remarks	Employee Coordinator	2 mins.
	CEO Endorsement	CEO	1 min.
	United Way overview	United Way representative/ Sponsored Executive	5 mins.
	Campaign Video	Employee Coordinator introduces	4 mins.
	Ask for the Gift	Employee Coordinator/United Way representative	2 mins.
	Closing comments	Employee Coordinator	1 min.

CONNECT THE DOTS

From advancing the common good to LIVE UNITED.

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Advancing the common good means creating opportunities for a better life for all. We all win when a child succeeds in school, when families are financially stable, and when the basic needs of our community's most vulnerable are met.
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Education, income and basic needs are the things we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and adequate access to healthcare, housing and food.
- 
Our goal is to create lasting change by addressing the root causes of problems. We don't just address the symptoms of a problem. We go deeper, to get at the underlying causes in order to prevent problems from happening in the first place.
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Living United means being part of the change. United Way provides the means for you to Give, Advocate, and Volunteer in support of our work to advance the common good. Together, we can accomplish so much more than any single group can on its own.

DON'T FORGET!

Pledge cards contain confidential information and should be processed with care.