10 Steps to a Successful Campaign!

1. **Get support from your CEO**
   - Send out a personal letter of endorsement from your President or CEO
   - Have your CEO be a part of your kick-off by giving a speech or participating by making the first pledge

2. **Recruit your team**
   - Set your timeline
   - Discuss and/or develop your campaign budget (free incentives do exist if necessary)
   - Ask for help! Volunteers will lend energy to your campaign
   - Decide what your campaign activities will be (presentations, activities, food, and prizes)
   - Establish target dates for completion

3. **Review your history**
   - Work with UWTC staff to find out about your company’s giving history and participation rate
   - Review your last year’s campaign and any feedback you received as to what worked and didn’t work
   - Incorporate new ideas for this year’s campaign

4. **Set a Goal**
   - Consider having a dollar and a percent participation goal

5. **Spread the Word**
   - Share how to pledge, when to pledge, and what your pledge supports
   - Use materials provided by United Way or personal stories
   - Send email communications to raise awareness about the campaign
   - Create a section on your company’s intranet and link it to the United Way’s website (uwtc.org)
   - Promote incentives to encourage giving

6. **Run your campaign**
   - Establish target dates for completion
   - Invite a guest speaker (UWTC can help coordinate)
   - Conduct group presentations
   - Ensure every employee receives UWTC materials
   - Follow up with employees

7. **Promote Leadership Giving**
   - Discuss with your CEO the opportunity for him/her to recognize leadership donors within the organization (i.e. lunch with the CEO)

8. **Ask Everyone to give**
   - Ensure every person is asked to give (the #1 reason people don’t give is because they weren’t asked)
   - Include both active employees and retirees
   - Ask your new hires as part of the HR package

9. **Report results and say Thank You**
   - Recognize individuals, groups, and departments that went “above and beyond” during the campaign
   - Share your final results with all employees
   - Give special thanks to your committee

10. **Have Fun!**
    - Engage your employees with activities that will educate them about UWTC
    - Provide special pledge incentives (i.e. pizza for first time donors)
    - Volunteer together (UWTC can coordinate)