

10 STEPS TO A VICTORIOUS CAMPAIGN



1

MEET with CEO and Recruit Your Campaign Committee

- Your Campaign Committee should include employees from different departments and levels.

2

CONFIRM Senior Management Support and Ask your CEO to:

- Write a letter (or email) encouraging employees to join you in contributing to and supporting the campaign.
- Attend employee meetings to make a personal statement of support.
- Acknowledge Campaign Committee members & send a thank-you note to all employees who helped and/or gave.
- Determine amount of corporate gift, if any.

3

REVIEW Past Performance and Calculate Goal

- An important document for getting a feel for the charitable endeavors of the company at a glance, the Four-Year Giving History can be found in this year's **RED** Campaign Folder, or by asking UWGC to create one for you.

4

ESTABLISH a Campaign Timetable

- Notify Campaign Committee and CEO of dates for your campaign events (like your campaign kickoff meetings).
- Establish employee campaign presentations with your Loaned Executive
- Set campaign end date and schedule a time to turn in your final results to UWGC.

5

TESTIMONIALS from employees...

- who have either received help or volunteered with one of our partner agencies are very helpful when educating people about the importance of giving the United Way

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PUBLICIZE the Campaign!

- Use emails and employee publications.
- Use United Way posters and materials (available from your Loaned Executive).
- Use LIVE UNITED goal poster to keep track of your campaign's progress.
- LIVE UNITED T-shirts are available from your Loaned Executive.
- **USE INCENTIVES** to encourage giving!
- Encourage employees to visit the UWGC website (www.uwgcnj.org) and our Facebook page (www.facebook.com/uwgcnj).

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RUN THE EMPLOYEE CAMPAIGN

- A couple weeks prior to the start of the campaign, send out email or letter from CEO supporting the campaign to all employees.
- Have incentives ready to use during the campaign. Ask your Loaned Executive for a list of them if you don't already have one.
- Personalize pledge forms (name label on each form); schedule campaign kickoff; ask your Loaned Executive for a guest speaker.
- Follow-up with employees to ensure every employee has been given the opportunity to contribute...most people who do not give say they weren't asked to!

8

INFORM Employees About Founders-Level Giving

- Founders-level giving exemplifies the spirit that makes our community a great place to live and work. Founders receive recognition for the following levels of giving:
 - \$1,000 - \$1,499 Members Circle
 - \$1,500 - \$2,499 Silver Circle
 - \$2,500 - \$4,999 Gold Circle
 - \$5,000 - \$9,999 Platinum Circle
 - \$10,000 & over Alexis de Tocqueville Society
- Ask the CEO to personally host a Founders Breakfast (or lunch) at the beginning of the Campaign
- Let them know about all the levels and if possible, offer an incentive or prize to those who pledge early
- Identify employees whose current giving level is close to the Founders level, make them aware of this, and encourage them to up their contribution a small notch to the Founders level...use incentives when possible.

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REPORT Results to UWGC

- Be sure to note the number of employees; and the breakdown of payroll deductions, cash/check gifts, and any corporate gift on the face of the Campaign Report Envelope. Make sure the frequency of employee payroll payments are noted.
- Put all cash, checks, UWGC pledge forms, and special event money in the Report Envelope, making sure each dollar entry is made correctly on the front...include the adding machine tape after you have run your numbers.
- Seal the Report Envelope and return to your Loaned Executive or to UWGC, 454 Crown Point Road, Thorofare, NJ 08086.

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WRAP UP and Say THANK YOU!

- Report final results and thank employees via departmental meetings, company newsletter, "Thank You" Poster, and/or emails.
- Distribute CEO thank-you letter to all employee donors...this could be done at staff meetings or via interoffice mail.
- Recognize and thank your Campaign Committee.
- Evaluate your campaign results and prepare recommendations for next year's ECM.

