

The 10 Steps to a Successful Campaign

1

MEET with CEO or Manager and Recruit Your Campaign Committee ... your Campaign Committee should include several people from different departments and levels if possible.

2

CONFIRM Senior Management Support and Ask Your CEO to: 1) send a company-wide email encouraging employees to join you in contributing to and support campaign, 2) attend employee meetings to make a personal statement of support, 3) acknowledge Campaign Committee members and send a thank-you email to all employees who helped and/or gave, and 4) determine amount of corporate gift, if any.

3

REVIEW Past Performance and Calculate Goal ... your 4-Year Giving History, available for the asking from your Loaned Executive or any UWGC staffmember, is an important document for getting a feel for the past charitable endeavors of your company.

4

ESTABLISH a Campaign Timetable ... 1) notify Campaign Committee and CEO of date(s) for your campaign events (like your campaign kickoff meetings), 2) establish employee campaign presentations with your Loaned Executive, and 3) set campaign end date and schedule a time to turn in your final results to UWGC.

5

TESTIMONIALS from Employees ... perhaps one or more of your co-workers have either volunteered with or had occasion to use the services of one of our partner agencies. Their testimonial(s) 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 posters provided for you by UWGC or make your own!; use Live United goal poster to keep track of progress; use INCENTIVES to encourage giving!; encourage employees to visit our webpage www.uwgcnj.org and our Facebook page www.facebook.com/uwgcnj.

7

RUN the Employee Campaign! A couple weeks prior to start of the campaign: 1) ask CEO to send company-wide email to all employees endorsing the campaign, 2) have incentives ready to use during campaign, 3) personalize pledge forms with name label on each, 4) schedule campaign kickoff, 5) ask your LE for a guest speaker from one of our partner agencies, and 6) follow up with employees to ensure everyone has been given the opportunity to make a pledge...most people who do not give say they were never asked to do so!

8

INFORM Employees About Founders-Level Giving: 1) Founders-level giving (\$1,000+ pledged during a campaign year) exemplifies the spirit that makes our community a great place to live and work, 2) Founders receive special recognition for their gift, 3) ask your CEO to personally host a Founders Breakfast or Lunch at the beginning of the campaign, 4) identify employees whose current level of giving is close to the Founders level, make them aware of this, and encourage them to “up” their pledge a small notch to the Founders level...use incentives when possible.

9

REPORT Results to UWGC...be sure to note the total number of employees and the breakdown of employee deductions, cash/check gifts, and any corporate gift on face of the Campaign Report Envelope. Note the frequency of employee payroll payments (weekly/biweekly/monthly). Put all cash checks, pledge forms, and any special event money (marked same) into the Report Envelope, making sure each dollar entry is made correctly on the front. Include the calculator tape after you have run your numbers. Seal the Report Envelope and give to your LE or mail 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 “Thank You” Posters, emails, departmental meetings, or company newsletter. Ask your CEO to thank all company donors as well...this is very important because it boosts morale. Recognize and thank your Campaign Committee personally! And finally, evaluate your campaign results and prepare recommendations for next year’s ECM (unless you will be doing it again next year!).