

YOUR CAMPAIGN CHECKLIST



BEFORE THE CAMPAIGN

- Involve your CEO and company leadership. Recruit and train your team.
- Develop and organize your plans and strategies for the campaign. Promote leadership giving (gifts of \$1,000 or more).
- Promote and publicize your campaign. Use existing meetings and United Way's communication and promotional materials. If you need something, please ask us. We're happy to help.

KICK-OFF WEEK

- Hold a kick-off event and group meetings. Show the United Way campaign film.
- Distribute pledge forms and inform everyone when and where to return them.
- Make special mention of those who have been loyal contributors to United Way for 10+, 15+ and 20+ years.
- Promote incentives for various levels of giving or increases in giving.

MID-CAMPAIGN

- Follow-up personally with anyone who missed the group meeting. Encourage them to watch the campaign film on our website.
- Report results as you get them so everyone can see how the campaign is going.
- Continue to promote campaign activities through email, company newsletter, or intranet.

AFTER THE CAMPAIGN

- Celebrate success with an event that recognizes new supporters and loyal contributors.
- Implement a new hires program to give new employees a chance to donate. Also ask employees who are leaving if they would like to fulfill their pledge.
- Send thank you notes and emails.
- Subscribe to our e-newsletter on our website to stay informed of our work and activities.
- Add a link on your company's website and/or intranet to www.211ct.org so that employees and customers know where to turn for help
- Encourage coworkers to visit our website to find the latest opportunities to give, advocate and volunteer.

RESOURCES:

Visit our website for the information and downloadable materials you'll need to make your fundraising campaign a success including:

- Posters
- Campaign brochure
- Campaign video
- Corporate pledge card
- Listing of community partners and initiatives
- Downloadable version of this campaign coordinator guide
- Tips for conducting a Leadership Campaign
- Information about planned giving to United Way
- More information about our work in the areas of education, income, and basic needs.
- Logo use guidelines
- Answers to Frequently Asked Questions

unitedwaygw.org

LIVE UNITED[®] IN GREATER WATERBURY

Your gift goes further.
Your voice is heard loudest.
Your time makes
the most difference.

United Way is the place where
everyone who cares about others
can do something right now.

This is your guide for
coordinating a United Way
Campaign and advancing the
common good for all.



Ruth Grey
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Volunteer Campaign
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THANK YOU!

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KEYS TO A SUCCESSFUL CAMPAIGN

- » Enlist the support of your CEO.
- » Recruit a campaign team to assist you.
- » Attend United Way training or meet one-on-one with United Way staff.
- » Develop strategies and set a goal based on last year's effort and this year's workplace environment.
- » Hold employee group meetings. 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 or organization and to United Way.
- » **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.

2010/11 United Way Co-Chairs

Peter Baker Joe Gugliotti
Crystal Rock *Worx Branding & Advertising*



SAMPLE 15-MINUTE AGENDA

GROUP MEETING

ITEM	PRESENTER	TIME
Opening remarks	Employee Coordinator	2 mins.
CEO Endorsement	CEO	1 min.
United Way overview	United Way representative/ Loaned 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.



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.

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.

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.