A NOTE FROM YOUR CAMPAIGN CHAIRS

David and Pam Rotatori
2023/2024 Campaign Chairs

On behalf of our community, thank you so much for helping lead your organization’s United Way of Greater Waterbury campaign. We are grateful for your leadership and excited about all that is in store this year. You are joining a team of dedicated staff and hundreds of volunteers around the region as we work together to make Greater Waterbury a thriving place that every person in every neighborhood is proud to call home.

This guide is full of best practices used by campaign leaders like you around the Greater Waterbury area to run best-in-class workplace campaigns. We strongly encourage you to review this year’s Help Every Voice Be Heard campaign messaging, and connect with your United Way representative to assist you in planning your United Way campaign.

United Way brings businesses, government, nonprofits, community leaders, and donors together to tackle challenges in the areas Education, Financial Stability, and Basic Needs. Together, we are providing individuals and families the tools necessary to reach their full potential, providing a hand up to a better tomorrow.

Thank you for joining us!
We want to understand you and your goals and tell you more about our impact.

1. **LEARN ABOUT OUR IMPACT**
   - Call your United Way representative to get started.
   - They will help you create and manage a successful campaign.
   - If you don’t know who your representative is, call us at 203.757.9855 x117 or email UnitedWay@unitedwaygw.org.

The keys to campaign success are preparation and teamwork. Having the right group of campaign volunteers will increase the success of your campaign and make your role much easier.

2. **PLAN YOUR CAMPAIGN**
   - Set campaign goals, objectives and a timeline, and identify and recruit your team.
   - Identify and do as much prep work as possible.
   - Learn about various strategies to make your campaign fun and engaging.
   - Call us, we have lots of ideas!

Your campaign impacts real lives, and we can help you share those stories.

3. **INSPIRE CO-WORKERS**
   - Promote your campaign. Get your marketing and communications team involved!
   - Help your team see the impact their gift creates by engaging in United Way’s year-round volunteer opportunities or ask us about United Way Affinity Groups.
   - Share your own personal story about why you support United Way.

The number one reason people don’t give is that they were never asked.

4. **MAKE THE ASK TO GIVE**
   - Kick off your campaign with a fun event featuring an energetic and inspiring ask to give!
   - Have your company CEO participate by writing a letter or making a speech. CEO commitment and leadership is the #1 predictor of success.
   - Ask for a gift peer-to-peer. Talk to us about how we can assist.

Let us help you thank your donors. Remember, we can’t thank them if we don’t know them! Sharing data is encouraged.

5. **THANK YOUR DONORS**
   - Review calendar of events and incentives with all staff.
   - Share United Way impact stories and videos internally.
   - Share calendar of events and incentives with all staff.

Every campaign is different! This chart is a sample timeline and checklist to help plan and execute your United Way campaign. Campaigns typically run 2 to 4 weeks. Contact your United Way representative for more information on how to plan a best-practice campaign.

<table>
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<tr>
<th>STEP</th>
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<th>BONUS BEST PRACTICE</th>
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<td>Develop a communications plan and order campaign marketing materials through your United Way representative.</td>
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<td>2</td>
<td>Determine campaign dates, length, locations and fundraising goals, then confirm with your United Way representative.</td>
<td>Visit the Campaign Toolkit online at unitedwaygw.org/get involved/fundraising-toolkit to check out campaign resources, tools and templates.</td>
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<td>3</td>
<td>Get your co-workers involved! Assemble a campaign committee and assign roles and responsibilities.</td>
<td>Engage senior leadership to endorse your campaign through specific special events.</td>
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<td>Promote campaign theme, calendar of events and incentives, and recruit additional campaign committee members as necessary.</td>
<td>Conduct a Leadership Giving reception or engagement activity.</td>
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<td>Brief executive leadership on key objectives of your campaign and secure CEO buy-in.</td>
<td>Choose Leadership Giving and Affinity Group Ambassadors.</td>
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<td>Talk to your United Way representative about on-site presentations.</td>
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