Tips for Running a Successful Campaign

GETTING STARTED

• Schedule a meeting with your company’s CEO to confirm campaign goals and objectives.
• Meet with your United Way representative
• Establish a timeline and plan of action for the campaign kick-off and campaign activities
• Schedule a company-wide campaign kickoff meeting
• Request a United Way speaker, if desired
• To make your campaign as easy as possible, recruit co-workers to help you.
• Involve the payroll department to assist in processing the pledges.
• Visit uwayep.org and click on Campaign Toolkit to check out campaign resources

CONDUCT CAMPAIGN

• Publicize date of kickoff meeting.
• Distribute campaign materials and host a United Way speaker.
• Encourage leadership giving.
• Show the campaign video.
• Announce Give and Win Sweepstakes and other company incentives.
• Conduct special event fundraisers to increase campaign results and engage employees. Fundraising ideas can be found at uwayep.org.
• Send periodic emails to encourage participation. Templates can be found at uwayep.org
• Keep in touch with United Way of the Eastern Panhandle at uwayep.org and on our social media channels
• Give your own gift – it makes it easier to ask others to do the same

END OF CAMPAIGN

• Collect donor pledge forms and ensure all information is complete
• Complete your campaign by returning pledge forms to United Way office or request pick up
• Announce campaign results
• Thank everyone for participating!