

10 STEPS TO A SUCCESSFUL CAMPAIGN



- 1 CEO SUPPORT:** Involve your CEO in initial planning. Discuss budget, corporate gifts, and CEO involvement throughout the campaign.
- 2 GET STARTED:** Form a committee to help run the campaign and select your campaign dates. Identify campaign activities and delegate tasks to your committee.
- 3 REFLECT:** Evaluate past campaign performances and set a goal. United Way can help, especially when it comes to incorporating new ideas.
- 4 SET GOALS:** Discuss the hard numbers and where you want to grow your campaign. Create non-monetary goals, such as 100% participation.
- 5 SPREAD THE WORD:** Share how, where, and when to pledge and incentivize giving. Order Live United shirts - they make a great photo opp!
- 6 CONDUCT CAMPAIGN:** Distribute campaign materials and host a United Way speaker. Create learning opportunities through educational activities.
- 7 LEADERSHIP GIVING:** Recognize leadership gifts (\$600+) and discuss CEO matched donations.
- 8 DON'T FORGET TO ASK :** Make sure everyone is asked to donate at the kickoff and department meetings. The number one reason why people say they didn't give to the campaign is because they weren't asked!
- 9 REPORT AND THANK:** Announce the final results to your company and your local United Way. Be sure to thank everyone involved.
- 10 HAVE FUN:** Engage your employees with fun and meaningful activities, prizes, and volunteer opportunities.



UNITED WAY
York County, SC