



DON'T RUN YOUR UNITED WAY CAMPAIGN ALONE!

HOW TO UTILIZE A CAMPAIGN COMMITTEE

Don't run your campaign alone. Recruit a committee of enthusiastic, resourceful, and committed employees to help you plan the best possible campaign.

Involve representatives from various departments

Diversity is important, so invite individuals from groups such as marketing, human resources, accounting, and more.

Set up regular committee meetings

Invite United Way to your campaign planning meetings to answer questions and offer ideas.

Establish specific duties for each campaign team member

You can ensure campaign success by creating roles such as department liaison and payroll contact, and areas of focus such as marketing/events and campaign communications, for committee members.

QUICK TIP

Recruiting the support of the CEO is also critical to a campaign's success. Their leadership sets the example for other supporters. Encourage your CEO to publicly support the campaign!