



# 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!



**UNITED WAY**  
York County, SC