



United Way of West Ellis County Successful Campaign Planning Tips Sheet

Step One - Involve your Chief Executive Officer / Top Level Management

- Enlist the support of your president, CEO, etc. Have them endorse the campaign in a letter to all employees to encourage giving and participation in your employee group meetings.

Step Two - Form a Campaign Committee

- Don't do it alone! Recruit campaign committee representatives from your organization. Include salaried & hourly employees and possibly folks who have been touched by a United Way agency, if possible.

Step Three - Develop a Plan

- Set a specific timeframe for the start and finish of your campaign. Keep it short - you want your campaign to be fresh. Our suggestion is to allow one to two weeks for solicitation and one-two weeks for follow-up on contributions and reports.
- Set campaign goals
- Plan promotion and publicity for your campaign using company newsletters, bulletin board, payroll stuffers, emails, etc. Days-off with pay, donated items or even merchandise from your company are great ways to encourage giving.

Step Four - Employee Meetings

- Use United Way resources and staff. We're here to help!!
- Consider taking an employee or two to a United Way funded agency for a tour. It's informative and fun! (And they can share their experience at employee meetings.)
- Set a meeting with employees and remember to keep it brief. A short intensive effort usually produces the best results (30 minutes max). Hand out pledge forms and brochures.

Step Five - Follow-up

- Ask every employee to return a pledge card whether they gave or not to ensure everybody has been contacted.

Step Six - Report your Results

- Make sure all pledge cards are returned and accounted for.
- Communicate the results of your campaign to the whole organization as soon as they are available.
- Evaluate your results. A written report on your campaign with recommendations for the next year will be greatly appreciated by the next campaign coordinator.

Step Seven - Thank You

- Say “Thank You” - Your co-workers made it happen, so give them credit. Saying THANKS is the most important part of the campaign.
- Hold an employee gathering for all employees. Ask the CEO to thank all contributors to the campaign.
- Ask the CEO to send a letter to all employees for participating in the campaign and thanking those who gave.

