

CAMPAIGN HOW TO: BEFORE

GET PREPARED

- Contact your United Way Campaign Coordinator to start planning for this year's campaign.
- Review your campaign's history including the total amount raised, participation rate, average gift, and the strategies used last year using the Campaign Planning Worksheet.
- Set beginning and end dates for your campaign.
- Set a goal and communicate to the staff.

RECRUIT AND TRAIN A CAMPAIGN TEAM

- Form a campaign committee that provides leadership from all facets and levels of the organization.
- Recruit people who are energetic, organized, and well-liked by their peers.
- Include your campaign committee in the meeting with your United Way Campaign Coordinator.

ENLIST MANAGEMENT SUPPORT

- Plan events around the president/CEO's calendar whenever possible or call on other senior leaders to represent the president/CEO.
- Ask the president/CEO to hold a United Way educational meeting with his/her leadership team.
- Enlist leaders to speak at kickoff meetings and send emails or letters.
- Craft a letter to staff using the Leadership Endorsement Letter to All Employees sample.

IDENTIFY CAMPAIGN ELEMENTS

- Set campaign goals and publicize them throughout your organization.
- Develop incentives to make influential changes such as early return of pledge cards, first-time donors, using payroll deduction, and increased giving.
- Review the Campaign Timeline and Checklist to make sure your campaign plans stay on track.