

YOUR CAMPAIGN CHECKLIST

PRIOR TO THE CAMPAIGN

1. Review prior years' giving with your Account Executive.
2. Meet with your CEO/Manager to confirm commitment.
3. Recruit a committee.
4. Develop a campaign strategy and establish a campaign goal.
5. Determine the type of campaign(s) best suited for your company.
 - One-on-one Solicitation
 - Group Meeting
 - Combination
 - Leadership/Management
 - Retiree Campaign Mailing
6. Establish campaign timetable.
7. Publicize campaign to your employees.
8. Other _____

DURING THE CAMPAIGN

1. Kick off your campaign.
2. Conduct leadership giving campaign with CEO involvement.
3. Schedule employee meetings (with CEO if possible).
4. Schedule an Agency Speaker or Tour by contacting the United Way office (507) 452-4624 .
5. Follow-up with employees unable to attend.
6. Issue progress reports to Acct. Executive and your employees.
7. Recognize and thank your contributors.
8. Other _____

AFTER THE CAMPAIGN

1. Tabulate results and submit Campaign Report Envelope and required forms to United Way.
2. Thank your committee and employees who participated.
3. Draft a letter to be sent from the CEO to thank employees for their contributions.
4. Evaluate your company's campaign strengths and weaknesses and make recommendations for next year's Employee Campaign Coordinator.
5. Pat yourself on the back for a JOB WELL DONE!
6. Other _____

United
Way & YOU



2015 Goal: \$350,000

Timetable: Sept. 11, 2015—Nov. 25, 2015

**YOUR GUIDE TO LIVING UNITED AS AN
EMPLOYEE CAMPAIGN COORDINATOR.**

WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO?

Position Description: Employee Campaign Coordinator (ECC)

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

Key Responsibilities:

- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Coordinate your company's kick-off and recognition events.
- Encourage leadership giving in your campaign - consider a specific Leadership Giving Campaign.
- Inform your co-workers about United Way.
- Attend United Way kick-off and celebration events-Invite your co-workers.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your company campaign fun!

5 Steps to a Successful Campaign

Step 1: Enlist—Enlist help to generate support and resources for your campaign!

Step 2: Listen—Gathering information will help you identify what issues matter most and guide you to a successful campaign!

Step 3: Plan—Successful campaigns are organized and have a well-established plan!

Step 4: Act—Your United Way Campaign is a CELEBRATION of our collective Power when we share a common goal!

Step 5: Report Back and Thank—Wrap-up and acknowledgement are crucial for a campaign's success!

For more information, please contact:

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507-452-4624 or jbartholomew@unitedwaywinona.org

KEYS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

THE 20-MINUTE GROUP MEETING

ITEM	PRESENTER
Opening Remarks	Employee Campaign Coordinator
CEO Endorsement	CEO
Show United Way Video	United Way Staff or Account Executive
United Way Overview	United Way Agency Representative
Agency/Program Speaker	
Ask for the Donation	
Closing Comments	
Say Thank You!	

SPECIAL EVENTS

Special Events can add fun and excitement to the campaign. They make a great addition to the employee meetings and the ask. To be successful, be sure to time your events so that employees don't think they take the place of the pledge. The ideas are limitless! Here are some to get your creative juices flowing:

Golf or Putt-Putt Tournament	Campaign Slogan/Theme Contest
Bake Sale	United Way Games (Trivia, etc.)
Executive Dunking Booth	Pumpkin Carving Contest
Silent Auction	Cubicle Decorating Contest
Company Picnic or Cookout	Chili Cook-off
Ice Cream Social	Ugliest Tie or Earring Contest
Pancake Breakfast	Dress-up Day
Office Olympics	Employee Cookbook
Cutest Baby Picture Contest	Creative basket contest & auction
Costume Contest or Party	Car Wash

INCENTIVES

Looking for some incentive ideas that you don't have to purchase

Casual Day	Sleep in passes
Premium parking space	Drawing for CEO Car Wash
Time off with pay	Sporting Event Tickets
Extra lunch time	Company logo items
Leave early passes	Movie passes

THEMES

Put more enthusiasm into planning your campaign by centering everything around a theme:

American Idol or Star Search	Olympics
Mardi Gras	Survivor or Island theme
Camp United Way	Amazing Race theme
A decade theme (1960's etc.)	United Way themes
Sports (Football, NASCAR, etc.)	