

YOUR CAMPAIGN CHECKLIST

PRIOR TO THE CAMPAIGN

- Meet with your United Way representative to plan when your organization will run its campaign.
- Attend a training session.
- Set up a meeting with your CEO to enlist his/her support.
- Recruit a strong campaign team.
- Review last year's campaign.
- Develop strategies, a timeline, and goals for this year's campaign.
- Reserve room(s) for group meetings and/or special events.
- Personalize pledge forms.**
- Consider incentives for various levels of giving.
- Distribute emails leading up to the campaign to educate, build enthusiasm, and inform people of key dates. Post information on your company's intranet if you are unable to send these as emails.
- Send out an endorsement letter from the CEO.
- Other _____

DURING THE CAMPAIGN

- Distribute personalized pledge forms as people enter the group meeting(s).
- Run a separate leadership giving solicitation for those who have the ability to give \$1,000 or more annually.**
- Promote the campaign in company newsletters, intranet, and via email.
- Hang posters and update thermometers regularly.
- Make your own contribution to the campaign.
- Follow up with anyone who has not yet turned in their pledge form.
- Other _____

AFTER THE CAMPAIGN

- Complete the contribution report envelope summarizing your results and return to United Way.
- Hold an event to wrap-up the campaign, announce results, and recognize those who volunteered and contributed.
- Send out thank you notes and/or letter signed by the CEO.
- Promote the results of your campaign in company newsletters, intranet, and via email. People like to find out how they did!
- Display United Way thank you posters.
- Evaluate your results with recommendations for next year.
- Consider implementing a New Hires program.
- Post information about United Way and 'How I LIVE UNITED' stories year-round.**
- Other _____

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**JOIN HANDS. OPEN YOUR HEART.
LEND YOUR MUSCLE. FIND YOUR VOICE.
THIS IS YOUR GUIDE TO LIVING UNITED
AS A CAMPAIGN COORDINATOR.**



**GIVE. ADVOCATE.
VOLUNTEER.
LIVE UNITED™**



United Way
of Southeastern Connecticut

ONLINE RESOURCES

Visit our website at www.uwsect.org to access a wealth of information to help make your United Way campaign its best. Stay connected with your co-workers and help educate them on the benefits United Way and its partner agencies have in our community. The Coordinators Corner is your one-stop shop for running a United Way campaign. Go to www.uwsect.org/about_giving/ccorner and you'll find links to:

- Sample letters (Endorsement, Thank You, etc.)
- Local success stories from United Way partner agencies
- Sample e-mail messages with facts you can use to educate colleagues and promote the campaign
- What Your Dollar Buys chart (in 8.5" X 11" page format)
- Model Campaign Techniques for additional idea's on how to run a successful campaign
- Print materials to download
- Listing of United Way partner programs
- The Gemma E. Moran United Way Labor Food Center including how to organize and run a food drive
- Labor support page including where to turn for help
- And if there's something you don't find, let us know and we'll get it for you!

**WE CAN CHANGE
WHAT WE SEE
IN THE WORLD AROUND US.**



BEST PRACTICES!

People give because they know how their dollars are being used to change lives and improve community conditions. Here are some ways to educate your co-workers:

- CEO emails, voicemails and letters of support to employees set the tone for the campaign and let employees know that the organization is committed to the well-being of our community. (visit our website to view sample emails, & letters of support www.uwsect.org)
- Set goals, both dollar and participation, and use thermometers in lobbies and other public areas to track progress.
- Educate employees about giving through United Way Community Care.
- Arrange for United Way to address employees at regularly scheduled meetings.
- Solicit testimonials from fellow employees who have been impacted by one of our programs or employees who participated in a Day of Caring project.
- Use your organization's intranet and newsletters to share information about how your dollars are improving lives. (get sample success stories on our website www.uwsect.org)

THE 20-MINUTE GROUP MEETING

SAMPLE AGENDA

ITEM	PRESENTER	TIME
Opening remarks	Employee Coordinator	2 mins.
CEO Endorsement	CEO	1 min.
United Way overview	United Way representative/ Loaned Employee	9 mins.
Campaign Video	Employee Coordinator introduces	4 mins.
Ask for the Gift	Employee Coordinator/United Way representative	3 mins.
Closing comments	Employee Coordinator	1 min.

SAY THANK YOU!

INCENTIVES!

Use incentives as a way to increase employee participation and per capita and to get your colleagues excited about the United Way campaign. Here are some incentive examples other companies are using:

- Parking Space - a designated space near the building or a free space in a garage. A sign at the parking space indicates it is reserved parking for a United Way special contributor. Beneficiary of free space can change weekly, monthly, etc.
- Paid time off - day off, hours off or birthday off, a half-day on Friday between Thanksgiving and New Year's or in the summer.
- Breakfast or lunch with the boss or a company event - make the doner feel appreciated.
- Recognition - organization recognition for those who give at a certain level determined by organization (usually 1% of salary/1.5% of salary for executives). Those who give \$1,000 or more qualify for recognition in the Spinnaker Club. Other recognition can include names posted in lobby, a printed list distributed to employees, a special reception given by CEO for leadership givers or a list posted on the organizations's intranet.
- Gift Certificates from department stores, supermarkets, restaurants, gas stations, car wash, video rental, movie theater coupons, apparel with organization's logo, membership at wholesale buying club.
- SAY THANKS!
 - Thank everyone who played a role in your campaign's success - your co-workers, committee members, contributors, CEO.
 - Ask the CEO to send a thank you to all who participated.
 - Celebrate your final results by holding a "thank you" event for employees, such as an ice cream social or picnic.
 - Invite your committee to attend the United Way Victory Event.

LIVE UNITED!