

United Way  
Blackhawk Region



# Hosting a Successful United Way Campaign



LiveUnitedBR.org



**GIVE UNITED. LIVE UNITED.**



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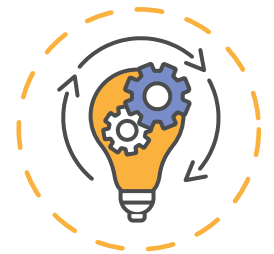
## ENERGIZE



- ▶ **Visible CEO and executive-level support** during your campaign can be a key factor for success. Discuss possible corporate gifts, matches, and any campaign budget (for activities, incentives, and celebrations).
- ▶ **Recruit a strong Team** of enthusiastic and resourceful employees to help plan the best possible campaign. Diversity is important, so invite individuals from groups such as marketing, HR, accounting, and more. Talk to United Way about additional training or peer-to-peer best practices.

- ▶ **Set goals** to drive results and spur engagement. United Way can help you determine the numbers. Once they're set, make sure employees know what they're working toward.
- ▶ **Campaign timing is determined by what's best for your culture.** Short and sweet timelines have proven effective.
- ▶ **Launch** the campaign with a clear kickoff and wrap it up ceremoniously.

## PLAN



- ▶ **Host a kickoff event or rally.** Connect employees to the campaign through storytelling and fun activities. United Way can help illustrate the needs of our community and how contributions make an impact.
- ▶ **Ask!** Ask for a financial gift or pledge via payroll deduction.
- ▶ **Grow the Leadership Circle.** Set a meeting to educate past contributors on the unique benefits of giving at the Leadership Circle level.

## INSPIRE



- ▶ **Campaigns with great visibility** encourage everyone to get involved.
- ▶ **Incorporate creativity** with themes, contests, and buzz-worthy incentives.
- ▶ **Use a mixed media approach** to maintain excitement: email, intranet, personalized letters, pay stub inserts, videos, social media, and United Way's website are all vehicles to help promote your campaign. Hang posters in high traffic areas to announce campaign dates and important info.

## COMMUNICATE



## CELEBRATE



- ▶ **Publicize** your campaign's end date and ensure all pledge forms are turned in by the deadline.
- ▶ **Finalize results:** place pledge forms, all cash and checks in campaign envelope provided by United Way. Tally results and verify amounts enclosed. Sign and seal for pick-up.
- ▶ **Celebrating** final results is an important team-builder. Ensuring a positive experience is critical to reinforcing gratitude and creating loyal support.
- ▶ **Don't forget to say thanks.** Thank employees and your campaign team in well-timed fashion. Recognize contributors for participating with prize drawings, thank-you lunch, or personal letters.
- ▶ **Embrace continuous improvement.** Conduct a debriefing session on what worked well and what can be improved upon, as well as jotting ideas for next year.