

# 5 Steps

To a Successful United Way Campaign



**1** Support from your CEO or top management is crucial to the success of your organization's United Way Campaign. Arrange a meeting with your CEO or top management as soon as possible to discuss important details: a budget for the campaign, your payroll deduction program, and the CEO's personal involvement in the campaign.

**2** Recruit a team to help you plan and organize the campaign. Include members from all levels of the organization. Team size may vary depending on the size of your organization. If you have 15 or fewer employees, the suggested team size is up to three people. If the number of employees is between 15 and 50, we suggest one member for every 10 employees. A team of 10 to 20 members is suggested for organizations that have between 50 and 2,000+ employees.

**3** Before you go any further, you should start to build excitement about your campaign. Let everyone know you are all working toward a common goal. Here are some of the best methods for promoting your campaign:

- Articles in your company's newsletter about your campaign and upcoming events.
- Thermometers displayed in highly visible areas, showing your campaign goal and your daily or weekly progress.
- Messages about your campaign through your interoffice e-mail system.

**PROUD**  
TO BE A PART OF THE  
**CHANGE.**  
PROUD TO  
**LIVE**  
**UNITED™**

**4** The United Way Campaign is a celebration of caring. Get people excited about being involved. Be creative. You can make your campaign fun and successful with:

**Incentive**

- Reserved parking spaces
- Day off for Fair Share givers
- Company t-shirts
- Gift certificates

**Contests:**

- Baby picture guessing game
- United Way Trivia
- Talent Show
- Company Olympics

**Parties:**

- Company picnic
- Ice cream social
- Pancake breakfast
- Pizza party

**5** The most important step in the United Way Campaign is thanking those who gave. By making the givers aware of the importance of their contributions, you not only show appreciation, but encourage future giving as well. Here are some thank-you ideas:

- Post thank-you messages in highly visible areas.
- Have CEO send thank-you letter to the campaign team and employee givers.
- Host a campaign-ending event with free refreshments, entertainment, and any awards.
- Recognize significant achievements by individuals, groups or departments within the organization.