10 STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

1. CEO CONTACT
   - Involve your CEO in all initial planning. Discuss budget, corporate gifts, and CEO involvement throughout the campaign.

2. RECRUIT
   - Recruit a committee to help, set your timeline & budget, and design your campaign. Be creative.
   - Identify your campaign activities
   - Delegate tasks to your committee

3. REFLECT
   - Evaluate past campaign performances and calculate a goal. Your United Way rep can help, especially when it comes to incorporating new ideas.
   - Tip: Creating volunteer opportunities encourages everyone to get involved. Your United Way rep can connect you with opportunities that align with your company's mission.

4. SET GOALS
   - Discuss the hard numbers and where you want to grow your campaign. Create non-monetary volunteer opportunities.

5. PUBLICIZE
   - Share how, where, and when to pledge and incentivize giving.
   - Order Live United shirts - they create a great photo opp!
   - Utilize and distribute United Way campaign materials

6. CONDUCT CAMPAIGN
   - Invite guest speakers from United Way
   - Create learning opportunities through educational campaign activities
   - Tip: Successful campaigns have heavy involvement from leadership, setting an example of participation from the top down.

7. LEADERSHIP GIVING
   - Recognize leadership gifts and discuss CEO matched donations.

8. ASK
   - Include new hires upon arrival, current staff and leadership, and retirees in the asking process by providing them with pledge forms.
   - Tip: Successful campaigns have heavy involvement from leadership, setting an example of participation from the top down.

9. REPORT & THANK
   - Announce your final results to your organization and your local United Way in a timely manner and thank everyone involved!

10. HAVE FUN
    - Engage your employees with fun AND meaningful activities, prizes, and volunteer opportunities.