

# 1 CEO CONTACT

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



Recruit a committee to help, set your timeline & budget, and design your campaign. Be creative.

# 2 RECRUIT

Identify your campaign activities  
Delegate tasks to your committee



Evaluate past campaign performances and calculate a goal. Your United Way rep can help, especially when it comes to incorporating new ideas.



# 3 REFLECT

# 4 SET GOALS

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



*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.*

# 10 HAVE FUN



Engage your employees with fun AND meaningful activities, prizes, and volunteer opportunities.

# 10 STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN



# 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

# 9



# REPORT & THANK

Announce your final results to your organization and your local United Way in a timely manner and thank everyone involved!

# 8 ASK



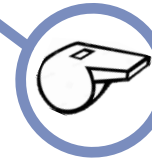
Include new hires upon arrival, current staff and leadership, and retirees in the asking process by providing them with pledge forms.



# 7 LEADERSHIP GIVING

Recognize leadership gifts and discuss CEO matched donations.

*Tip: Successful campaigns have heavy involvement from leadership, setting an example of participation from the top down.*



# 6 CONDUCT CAMPAIGN

Distribute campaign materials and host a United Way speaker.

Invite guests speakers from United Way

Create learning opportunities through educational campaign activities



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