



TO A
SUCCESSFUL
UNITED WAY
CAMPAIGN
UnitedWaySpokane.org

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 and 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.



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.

5 PUBLICIZE

Share how, where, and when to pledge and incentivize giving.

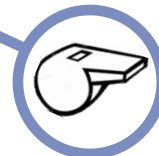


Order Live United shirts- they create a great photo opp!
Utilize and distribute United Way campaign materials.

6 CONDUCT CAMPAIGN

Distribute campaign materials and host a United Way speaker.

Create learning opportunities through educational campaign activities.



7 LEADERSHIP GIVING

Recognize leadership gifts and participants in the Emerging Leaders Society.

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



8 ASK

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



9 REPORT & THANK

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



10 HAVE FUN

Engage your employees with fun AND meaningful activities, prizes, and volunteer opportunities that build your team's culture.

