

10 Steps to United Way Campaign Success!



PREPARE

1. Secure Top-Level Management Support

The support and endorsement of your CEO or other organizational leadership is critical to the success of your campaign. Harness his/her support and enthusiasm by asking for a public endorsement of the campaign.

2. Recruit a Campaign Team & Attend Training

Build a team of United Way ambassadors in your organization by engaging people from all areas of your organization to assist in the coordination of your campaign. Attend the campaign volunteer training to help you get the most out of your United Way experience, maximize campaign results and gather fresh ideas.

3. Learn about United Way and Our Work

Familiarize your Campaign Team with what North Penn United Way is doing in our community. Learn about the progress we are making around Education, Income and Health efforts.

PLAN

4. Develop a Plan & Set Goals

Take time to review your previous campaign results. Determine your growth opportunities and set a dollar and a participation goal. Develop a timeline for getting everything accomplished.

5. Develop a Leadership Giving Approach

Appoint a Leadership Giving and/or an Emerging Leaders Society Ambassador to highlight the benefits and impact of leadership gifts. Be sure to invite all employees to consider a leadership gift.

CONDUCT

6. Educate Your Co-Workers

Publicize your campaign to everyone via a letter, email, voicemail or intranet. Invite a United Way representative to a departmental meeting to share how donations are being invested in our community.

7. Make Campaign Fun!

In addition to helping our community, your United Way Campaign brings fun and excitement into the workplace. Plan special events that bring coworkers together like a soft pretzel sale or organize a mini golf competition.

8. Distribute & Collect Pledge Forms

Invite all employees to participate in the campaign by providing a personalized pledge form. Set a deadline for pledge forms on time. Follow-up with past contributors who have not yet responded to the campaign invitation.

CONCLUDE

9. Report Results to United Way

After all pledge forms have been collected, tabulate your campaign results and complete a Report Envelope. Contact North Penn United Way at 215-855-3002 to have your Report Envelope picked up.

10. Thank & Recognize Co-Workers

Make everyone who participated in your campaign feel appreciated and acknowledged by thanking them for supporting our community through United Way.