

YOUR CAMPAIGN CHECKLIST

In planning your campaign, be sure to allow ample time to plan and execute activities!

10 BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN

- Host a campaign kick-off event.
- Include United Way speaker at campaign kick-off and employee events.
- Use the campaign videos to share stories.
- Distribute campaign brochure and pledge form to 100% of employees.
- Include corporate gift and/or employee matching gift program.
- Incorporate visible CEO support.
- Set and publicize campaign goals.
- Organize a special event (jeans day, etc.).
- Offer internal incentives to increase participation.
- Thank employees and report results.

PLAN YOUR CAMPAIGN

- Secure your CEO/top management endorsement for the campaign; keep them informed of progress and recruit their active involvement.
- Recruit your Campaign Committee from various departments and include a Leadership Giving Chair and Affinity Group Ambassadors, if appropriate.
- Schedule regular meetings with your Committee and include your United Way representative when possible.
- Review your campaign history and adopt targets for this year's campaign; plan incentives and match challenges if possible.
- Plan a campaign kick-off, including time, location, speakers, food, activities, incentives, United Way speaker, etc.
- Prepare personalized pledge forms and/or ePledge site information materials as needed.
- Promote your campaign two weeks before your kick-off; secure United Way materials.

EXECUTE YOUR CAMPAIGN

- Kick off your campaign with a fun celebration! Take photos and educate employees about United Way.
*Most campaigns run in the fall, but timing is up to you and your leadership.
- Distribute pledge forms and/or ePledge online giving information to employees at the kick-off.
- Conduct special events and group meeting to make the campaign fun. Remember to include champions, United Way staff, interactive activities, games and/or prizes.
- Emphasize donor incentives and matches at kick-off and throughout the campaign.
- Schedule a mid-campaign Committee meeting to review results and keep everyone on task to make your goal.
- Send a reminder about the end of the campaign 3-5 days before the close.

FINALIZE YOUR CAMPAIGN

- Collect all pledge forms, cash and checks on a weekly basis and at the close of campaign.
- Report campaign results to employees and thank them for their support on a weekly basis and at the close of campaign.
- Finalize your reporting to United Way. Prepare envelopes.
- Upon completion of your campaign, call your United Way representative to pick up results or drop off at United Way offices. (No later than April 1.)
- Hold a celebration event (cake, speaker, luncheon, etc.) at the close of the campaign.
- Evaluate your campaign with your Committee and keep summary on file for future reference.
- Plan year-round activities and communications to encourage continuous employee engagement with United Way.

THANK YOU FOR YOUR COMMITMENT TO UNITED WAY!



LA Feltz
2018 Campaign Chair

EMPLOYEE CAMPAIGN MANAGER GUIDE

Guide to a great campaign

At United Way, we are on a MISSION to crush poverty.

LIVE UNITED



United Way of Erie County

YOUR ROLE AS AN EMPLOYEE CAMPAIGN MANAGER (ECM)

THE GOAL

To encourage your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful giving campaign at workplace that will help United Way crush poverty in Erie County.



MISSION: FUNDRAISE

THE TOOLS

LIVING UNITED means working together to reach mutual goals as a community. In your role as an ECM, you have the opportunity to take a stand on behalf of your community and inspire others to take action.

STAY IN TOUCH

You are not alone. We are here with you every step of the way. Can't find what you're looking for? Contact us and we'll be happy to help!

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United Way of Erie County is on a mission to help local families get the things they need. By focusing on student success from birth and family stability, United Way is mobilizing resources to do just that.

LIVE UNITED, A CALL TO ACTION

United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done. We invite you to be a part of the change. We are the hand raisers. The game changers. The-stop-talking-start-doing-band-together-and-take-on-the-impossible-taskmasters.

Together, with **YOU**, we can succeed and all LIVE UNITED.

REMEMBER YOUR MONEY STAYS LOCAL & EVERY LITTLE BIT HELPS

- The money raised in Erie stays in Erie.
- Whether you give 50 cents a week or 50 dollars a week, every little bit helps. By combining everyone's donation, United Way improved the lives of **more than 100,000** people in Erie County last year alone. That's more than 1/3 the entire population of Erie County!

Visit UnitedWayErie.org/Campaign for:

Sample Letters & Emails

Videos

Employee Incentive Ideas

Thank You Ideas

List of Impact Partners

Marketing Materials

...and much more!



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THE 15-MINUTE GROUP MEETING

SAMPLE AGENDA

ITEM	PRESENTER	TIME
Opening Remarks	ECM	2 mins.
Endorsement	CompanyLeadership	1 min.
United Way Overview	United Way Representative	10 mins.
Invite Participation	United Way Representative	1 min.
Closing Comments	ECM	1 min.

SAY THANK YOU!