

# Campaign Basics: Five Strategies for Success

## 1. AFFIRM TOP MANAGEMENT SUPPORT

- + Gain approval for recruiting a campaign committee and holding campaign meetings and activities on company time.
- + Ask for visible support from company leadership during the campaign.
- + Discuss strategies for corporate support, i.e. corporate gift/match.
- + Discuss options for engaging senior staff through a focused leadership campaign.
- + Discuss options for incentives that can be used to encourage participation and increased giving.

## 2. RECRUIT A CAMPAIGN COMMITTEE

- + Recruit a diverse team that includes people from different departments and levels (i.e., management, administrative, etc.) within the company.
- + Invite both new and previously involved committee members to participate.
- + Set a schedule of committee meetings and distribute to members.

## 3. DEVELOP A CAMPAIGN PLAN

- + Invite your United Way representative to your campaign planning meetings to answer questions and offer ideas. Discuss campaign strategies that fit within the company culture.
- + Determine the means of pledging best suited to your company: printed pledge forms or online pledging. Work with your United Way representative to arrange for delivery of all your campaign materials.
- + Determine the campaign timeline including the pledging timeframe and any presentations and activities that will be taking place.
- + Outline campaign activities and determine which team members will be responsible for implementing them, including organizing the campaign kickoff, distributing and collecting pledge forms, special events, securing incentives, etc.
- + Evaluate past results and identify areas where potential for increases may exist- dollars raised, participation, etc. and set a campaign goal that focuses on these areas.

## 4. IMPLEMENT THE CAMPAIGN PLAN

### Promote the Campaign

- + Place information (posters, flyers, thermometers, etc.) in high traffic areas around your office such as entry ways and break rooms in the weeks leading up to the kickoff so employees have an opportunity to learn about United Way.
- + Use multiple methods of communication to inform people about the campaign: post information on your intranet, announce the campaign at staff meetings, use payroll stuffers, etc.
- + Hold the Campaign Kickoff
- + Start the campaign with your company's leadership team and campaign committee a week prior to the general kickoff.

- + Make the kickoff event fun and engaging for employees and be sure to communicate campaign goals, timeframe, activities and incentives.
- + Invite a member of the leadership team to the general kickoff meeting(s) to communicate management support of the campaign.
- + Invite your United Way representative to speak at the meeting(s).

## Make the Ask

- + Make sure that everyone is given the opportunity to make a contribution to the campaign. Use the campaign kickoff, department meetings and one-on-one conversations to encourage participation. The number one reason people say they didn't give is because they weren't asked!
- + Personally distribute and collect pledge forms. Ask everyone to return their pledge form, even if they choose not to give.
- + Be prepared to answer questions about United Way. Many commonly asked questions are answered on our website, and your United Way representative can answer any other questions employees may have.
- + Show employees the impact their contributions can make. Giving goes up when people know their gift is making a real difference.
- + Inform employees about opportunities such as United Way's Leadership Circle.

## Monitor and Report Progress

- + Send out reminders to encourage people to turn in their pledges.
- + Keep a running total of dollars raised as pledges are collected.
- + Provide regular updates to employees- send out email blasts, update thermometers, etc.
- + Make personal follow-ups with individuals who have not turned in their pledge as the campaign nears the end.

## Wrap-Up the Campaign

- + Ensure all pledges are turned in. Collect payment for those who opted to make a one-time gift with a check or cash.
- + Schedule a meeting with your United Way representative to finalize the campaign- pick up the campaign envelope, extra campaign supplies, etc.
- + Report your final campaign results to employees and leadership.
- + Thank everyone! Send thank you emails, ask the CEO for a thank you message to communicate to employees, hang thank you posters. And don't forget to thank the committee for all their help!
- + Hold a final campaign committee meeting to evaluate your efforts and make recommendations for next year.

## 5. YEAR-ROUND ENGAGEMENT

- + [Sign up for our e-newsletter](#) to stay up-to-date on what's going on at United Way.
- + Follow Ada Regional United Way on social media.
- + Share United Way updates and news with employees on a regular basis throughout the year so they can see the impact of their contributions.
- + Utilize the Volunteer Center to organize group volunteer projects for employees and provide information about opportunities they can take advantage of on their own.
- + Use New Hire and Retiree packets to engage new employees outside of campaign season and allow retirees to continue their involvement.
- + Participate in other United Way events or initiatives; Day of Action. Born Learning and Volunteer opportunities.