

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



PUBLICIZE

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

5

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 guest speakers from United Way
Create learning opportunities through educational campaign activities



Maui United Way