

# UNITED WAY CAMPAIGN



LIVE UNITED

## MAKING IT WORK: STEPS TO RUN YOUR CAMPAIGN

United Way of Wapello County is here for you as a resource and partner as we work together to advance the common good in our communities. The first step is committing to support United Way by running a campaign at your workplace. The rest is easy! And we'll be here to walk you through every step in the process. Here's a rundown of ideas that will help organize your campaign to get the best results.

### INVOLVE YOUR CEO AND SENIOR LEADERSHIP

The success of your campaign depends on the commitment and involvement of your senior leadership. You can ask leaders to:

- Develop your campaign budget and set your campaign goal
- Send a personal letter of endorsement – we have samples for you
- Attend and speak at a kick-off
- Designate time for employees to participate in a United Way Day of Caring
- Hold a leadership event with senior staff members to set the pace of the campaign
- Include a Leadership Giving component to overall campaign

### RECRUIT A CAMPAIGN COMMITTEE

An active committee can help you manage your campaign.

- Encourage motivated and energetic volunteers in your organization to be a part of the committee
- Create subcommittees led by committee members with specific responsibilities to the campaign
- Invite your United Way representative to meetings to help train your committee and plan activities

### EDUCATE YOUR COLLEAGUES

Educating your employees on the benefits of giving back to the community through United Way is a key factor in reaching your goals. There are a number of ways to help your employees understand the importance of United Way's mission and our impact in the region.

- Check out our website: [wapellocouw.org](http://wapellocouw.org)
- Display United Way brochures, posters, videos, and information sheets
- Hear directly from a United Way representative – we're happy to come in and speak with employees
- Send fast facts to employees by email

**GIVE. ADVOCATE. VOLUNTEER.**

United Way  
of Wapello County

[wapellocouw.org](http://wapellocouw.org)

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## SET EMPLOYEE GOALS

- Establish a timeline for your campaign (samples are available on our online Campaign Toolkit)
- Assign committee tasks and set target dates for completion
- Let employees know the goal and show them the progress along the way
- Make pledging easy either through online giving or payroll deduction and remind employees how and when to pledge

## ASK EVERYONE TO GIVE

- Ask for 100% participation
- Include everyone – active employees and retirees
- Thank everyone at the time of giving – by email or even a small gift

## PROMOTE AND PUBLICIZE YOUR CAMPAIGN

There are a lot of ways to keep employees engaged. To raise awareness about campaign activities and events, consider the following communication tactics:

- Distribute/display posters, videos, and/or brochures, which we can supply for you, in a common area such as a cafeteria, foyer, elevator, or hallway
- Send email or voicemail announcements
- Create a section on your company's intranet to share information about United Way and your campaign, linking it to our website [wapellocouw.org](http://wapellocouw.org).
- Feature stories in your company newsletter or established internal communication channels
- Create employee testimonials
- Feature United Way as a screen saver
- Incorporate the United Way message into existing events, such as sports leagues, company picnics, and employee social events
- Inform retirees about the many ways they can continue to **GIVE, ADVOCATE, and VOLUNTEER** when they leave the workplace

## OFFER INCENTIVES FOR GIVING

People love gifts! Consider offering:

- An extra vacation day
- Sleep in/leave early pass
- Movie tickets
- LIVE UNITED branded items
- Lunch with the CEO
- Sporting event tickets
- A gift certificate to the company store
- Free meal in the cafeteria
- Breakfast for the department with the best results



## THANK EVERYONE AND CELEBRATE YOUR SUCCESS!

- Make sure to thank everyone who participated
- Recognize individuals, groups, and departments that went above and beyond during the campaign
- Host a wrap-up activity to recognize everyone's hard work

Running a United Way campaign is an opportunity for all employees to work together toward advancing the common good in our communities. Have fun and thank you for your support!

