

Steps to a Successful Campaign

1

PRE-CAMPAIGN (4-6 WEEKS PRIOR TO CAMPAIGN KICK-OFF)

- Get CEO support and endorsement of campaign
- Host planning meetings with United Way representatives
- Build your United Way campaign team
- Set a goal and make a plan!

2

CAMPAIGN TIME (1 WEEK- 1 MONTH)

- Publicize the campaign and host a kick-off event
- Emphasized leadership giving and management participation
- Conduct one-on-one and retiree solicitation
- Hold special events and implement incentive strategies
- Track and communicate your progress

3

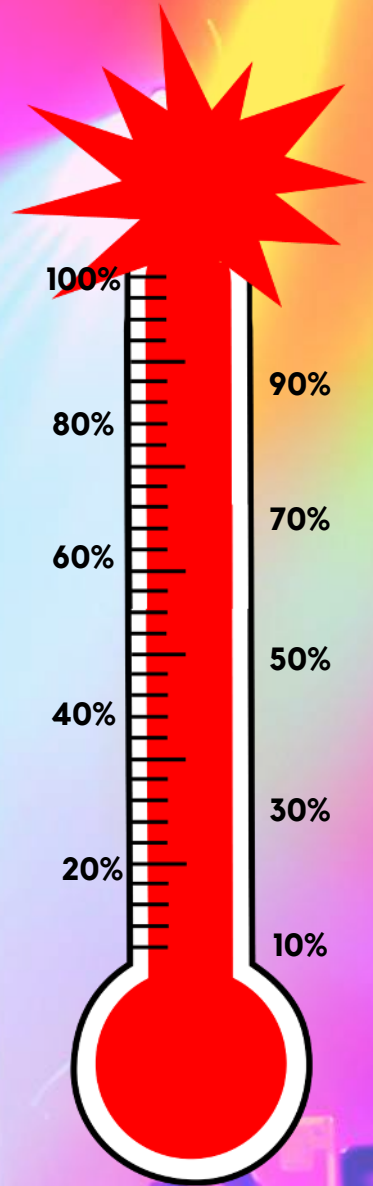
POST-CAMPAIGN (1 WEEK)

- Collect final pledges and wrap-up special fundraisers
- Report results to United Way
- Celebrate results internally and thank donors
- Evaluate campaign success and make recommendations

4

YEAR-ROUND CAMPAIGN

- Provide new hires the opportunity to give
- Schedule year-round volunteer opportunities



BUILD CAMPAIGN TEAM

HOLD KICK-OFF

ANNOUNCE RESULTS

PRE-CAMPAIGN

CAMPAIGN

POST-CAMPAIGN

CELEBRATE YOUR CAMPAIGN

PLAN CAMPAIGN GOALS

EDUCATE STAFF

SAY THANK YOU