

KEYS TO A SUCCESSFUL UNITED WAY CAMPAIGN

2016 UNITED WAY CAMPAIGN THEME – “Improving Lives Because We Care”

UNITED WAY MISSION: Improve lives by providing health and human services to residents of the Franklin County area in four areas:

1. Strengthening families
2. Nurturing children and youth to enable them to become good citizens and be successful in life
3. Assisting the elderly and disabled
4. Providing emergency assistance to those in crisis

KEYS TO SUCCESS:

1. **Secure top-level management support** – CEO or Ranking Officer. It is vitally important that top-ranking company officials endorse and participate in United Way campaign drive.
 - a. Management should be willing to allow time for coordinating a campaign and holding events, etc.
 - b. CEO should endorse the campaign by writing a letter or sending an email to all employees.
 - c. Management should participate in the company campaign events.
 - d. Management should speak at employee meetings and events advocating for United Way.
 - e. Time and budget is allocated for campaign-related activities and incentives.
2. **Recruit a team**
 - a. Be sure to include representation from all areas of your organization.
 - b. Recruit people who believe in United Way and will help others get excited about the campaign.
3. **Develop a Campaign Plan** – conduct an employee campaign and make it fun!
 - a. The most successful campaigns begin with an event that generates enthusiasm.
 - b. Review the strengths of past campaigns with your CEO and establish a challenging campaign goal that focuses on potential.
 - c. Look at previous campaign participation levels and identify gaps and opportunities. Have you included all locations, shifts, part-time employees, retirees, divisions and labor unions?
4. **Promote your campaign**
 - a. Use United Way brochures and posters.
 - b. Send notes or emails to employees to get them excited about the upcoming special events, contests, games or incentives.
5. **Kick off your campaign**
 - a. Having a rally to signify the start of your campaign is very helpful. Be sure to include the following:
 - b. CEO and other management endorsement
 - c. United Way campaign video
 - d. United Way brochures distributed to every employee
 - e. United Way agency speaker or recipient testimonial
 - f. Incentives, prizes, special events
 - g. Refreshments
 - h. Announce the company goal. Consider hanging a United Way thermometer in a conspicuous place and keep it updated to let employees see the progress being made toward the goal.
6. **Hold Special Events** (see Campaign Resource Guide for ideas and employee participation incentives)
7. **Payroll Deduction** – the easiest way for most employees to give. If your company has not offered payroll deductions in the past, consider doing it now.
 - a. First time contributors consider \$10 or more per month
 - b. Veteran contributors could increase their donations by 2-2.5%, the amount the United Way goal is normally increased

8. Thank You

- a. Thank your employees personally and publicly for their United Way contribution.
- b. Hold a Thank You celebration.
- c. Announce campaign results with fanfare.
- d. Recognize individuals and departments and your UW Campaign Team for their outstanding performance.

9. Announce winners of special events

10. Serve refreshments

11. Post results and thank you posters throughout your company

12. Post employee photos taken during the drive

CALENDAR:

July 21 – Campaign Kick-Off Breakfast; goal is announced, pilot companies are introduced

August 31 – Last day of pilot companies' campaign; contact United Way with your results

September 7 – Pilot companies' campaign results are announced; official United Way campaign kicks-off

September 15 – Fall Agency Tour (Catholic Family Charities, Pregnancy Assistance Center, Harmony House)

September 21 – Door-to-Door Drive in Washington

October 7 – 16th Annual Franklin County United Way Benefit Golf Classic

October 14 & 15 – Coin Collections in Washington

October 20 – Union Power of the Purse

October 31 – 2016 United Way Campaign Officially Ends

December 6 – Victory Celebration