

YOUR CAMPAIGN CHECKLIST

PRIOR TO THE CAMPAIGN

- 1. Meet with United Way Campaign Staff to review prior years' giving and develop a campaign strategy.
- 2. Meet with your Chief Executive Officer to confirm commitment.
- 3. Establish a campaign goal.
- 4. Establish a committee.
- 5. Determine the type of campaign best suited for your company.
 - One-on-one Solicitation
 - Group Meeting
 - Combination
 - Leadership/Management
 - Retiree Mailing
- 6. Establish campaign timetable.
- 7. Publicize campaign to your employees.
- 8. Personalize campaign.
- 9. Schedule training for solicitors (United Way staff can arrange).
- 10. Other

DURING THE CAMPAIGN

- 1. Kick off your campaign.
- 2. Conduct leadership giving campaign with CEO involvement.
- 3. Schedule employee meetings (with CEO if possible) with United Way Staff.
- 4. Follow-up with employees unable to attend.
- 5. Issue progress reports to your United Way staff person and your employees.
- 7. Recognize loyal contributors, those who have given to United Way for ten years or more.
- 8. Other _____

AFTER THE CAMPAIGN

- 1. Tabulate results and submit Campaign Report Envelope and required forms to United Way campaign staff.
- 2. Thank your committee, solicitors and employees who participated.
- 3. Draft a letter to be sent from the CEO to thank employees for their contributions to recognize the committee members.
- 4. Evaluate your company's campaign strengths and weaknesses and make recommendations for next year's Employee Campaign Manager.
- 5. Pat yourself on the back for a JOB WELL DONE!
- 6. Other _____

**JOIN HANDS. OPEN YOUR HEART.
LEND YOUR MUSCLE. FIND YOUR VOICE.**
THIS IS YOUR GUIDE TO LIVING UNITED
**AS A COMPANY
CAMPAIGN MANAGER.**



**GIVE. ADVOCATE.
VOLUNTEER.
LIVE UNITED™**



**United Way
of Adams County**

KEYS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

THE 15-MINUTE GROUP MEETING

ITEM	PRESENTER
Opening Remarks	Employee Coordinator
CEO Endorsement	CEO
United Way Overview	United Way Representative
Ask for the Gift	Employee Campaign Manager
Closing Comments	Employee Campaign Manager
Say Thank You!	

SPECIAL EVENTS

Special Events can add fun and excitement to the campaign. They make a great addition to the employee meetings and the ask. To be successful, be sure to time your events so that employees don't think they take the place of the pledge. The ideas are limitless! Here are some to get your creative juices flowing:

Golf or Putt-Putt Tournament	Campaign Slogan/Theme Contest
Bake Sale	United Way Games (Trivia, etc.)
Executive Dunking Booth	Pumpkin Carving Contest
Silent Auction	Cubicle Decorating Contest
Company Picnic or Cookout	Chili Cook-off
Ice Cream Social	Ugliest Tie or Earring Contest
Pancake Breakfast	Dress-up Day
Office Olympics	Employee Cookbook
Cutest Baby Picture Contest	Creative basket contest & auction
Costume Contest or Party	Car Wash

INCENTIVES

Looking for some incentive ideas that you don't have to purchase?

Casual Day (Also known as "Blue Jeans Friday")	Drawing for CEO Car Wash
Premium parking space	Sporting Event Tickets
Time off with pay	United Way T-Shirts
Extra lunch time	Company logo items
Leave early passes	Movie passes
Sleep in passes	Gift Certificates

THEMES

Put more enthusiasm into planning your campaign by centering everything around a theme:

American Idol or Star Search	Sports (Football, NASCAR, etc.)
Mardi Gras	Olympics
Camp United Way	Octoberfest
A decade theme (1960's etc.)	Survivor or Island theme
Sports (Football, NASCAR, etc.)	United Way themes



WHAT DOES AN COMPANY CAMPAIGN MANAGER DO?

Position Description:

Employee Campaign Manager (ECM)

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

Key Responsibilities:

- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Coordinate your company's kick-off and recognition events.
- Encourage leadership giving in your campaign.
- Educate your co-workers about United Way.
- Attend United Way kick-off and celebration events-Invite your co-workers.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your company campaign fun!
- Thank your donors and volunteers.

How to **LIVE UNITED** in Adams County

UNITED WAY IS ADVANCING THE COMMON GOOD BY CREATING OPPORTUNITIES FOR A GOOD LIFE FOR ALL BY FOCUSING ON EDUCATION, INCOME AND HEALTH.

How do I explain the **LIVE UNITED** Message:

ADVANCING THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all.

EDUCATION, INCOME & HEALTH

There are basic things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health.

LASTING CHANGES

Our goal is to create long-lasting changes by addressing the underlying causes of problems.

LIVE UNITED

Living united means being a part of the change. United Way is working to advance the common good by focusing on education, income and health. These are the building blocks for a good life — a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

Our goal is to create long-lasting changes that prevent problems from happening in the first place. We invite you to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow.

That's what it means to **LIVE UNITED**.

For more information, please contact:

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