

UNITED IS THE WAY™



BEGIN THE COUNTDOWN!

6 WEEKS BEFORE KICKOFF

NOTES
• Meet with your United Way representative to review past campaign results and explore upcoming campaign themes and materials.
• Develop campaign goals and identify opportunities and challenges.
• Draft strategies to meet these goals and improve on last years' results.
• Determine company pledge method: <ul style="list-style-type: none">◦ Digital Giving◦ Paper Pledge Forms◦ Both
• Determine campaign start and end dates. The most effective campaigns are best kept 1-2 weeks. Starting & ending a campaign with a clear kickoff & wrap up are important factors when creating a time frame.
• Meet with your CEO or Senior Manager to gain their support for the campaign. Discuss corporate match and/or gift.
• Review and approve your budget.
• Recruit a campaign team representing key departments and all levels of your company. Educate your team members on United Way's role in the community.

5 WEEKS BEFORE KICKOFF

NOTES
• Finalize goals and strategies with your CEO and campaign team.
• Lay out campaign plan (dates, theme, events, and incentives)
• Assign tasks to your team (communication, events, coordination)

THE EXCITEMENT IS BUILDING!

4 WEEKS BEFORE KICKOFF

NOTES
• Notify United Way of the campaign materials and additional United Way resources you'll need.
• Schedule group impact projects and workplace presentations with United Way.

2 WEEKS BEFORE KICKOFF

NOTES
• Create energy and awareness. Begin publicizing your campaign. (Utilize your company's preferred channels of communication)
• Begin your Leadership recruitment. Talk to United Way on Leadership Giving.

ALMOST THERE!

1 WEEK BEFORE KICKOFF

NOTES
• Send CEO video, email, or letter to your employees.
• Review event kickoff with your campaign team.
• Continue publicizing your campaign.

KICKOFF WEEK

• Host your company-wide campaign kickoff event.	
• Present information about United Way to all employees in presentations and staff meetings. United Way would be happy to present, too!	
• Distribute pledge forms to all employees (paper or e-pledge)	
• Be available to your campaign team and employees to answer questions.	
• Continue building awareness and growing enthusiasm.	
• Track and report progress <ul style="list-style-type: none">◦ Capture the excitement with lots of photos of employee engagement and participation.	
• Thank your CEO for their support.	
• Thank every employee for participating in the campaign.	



MORE ON BACK

We are happy to work with you to make sure the message about your United Way campaign gets across to all of your employees. Please feel free to discuss your individual meeting needs with United Way or your Loaned Executive.

IMPORTANT STEP!

CAMPAIGN WRAP-UP

NOTES

- Collect all pledge forms (for paper pledge campaigns). Ask your campaign team to follow up with colleagues who may not have their forms. Collecting forms from every individual, regardless of if they will donate, confirms that every employee had the opportunity to give.
- Announce your final campaign results.
- Thank every employee for their contribution, again (verbal recognition, letter, email, small gift, celebration event, etc.)
- Conduct a campaign debrief with your team and United Way. Develop a summary for next year's campaign.

CONGRATULATE YOURSELF ON A JOB WELL DONE!

YEAR-ROUND

NOTES

- Start a year-round communication program. Share United Way updates and news throughout the year to communicate the impact of their contribution.
- Subscribe to our United Way newsletter and follow us on social media to stay current.
- Participate in other United Way events and initiatives to increase employee engagement (Day of Caring, Great Book Giveaway, Stuff the Bus, & more!)
- Promote your own internal special events for year-round engagement (casual day, food events, volunteering activities, group impact projects, drives)
- Use New Hire and Retiree packets to engage new employees outside of campaign season and allow retirees to continue their involvement.



Participate in volunteer opportunities year-round:
volunteerwisconsin.org

INCENTIVES

Participation rates and average giving levels don't just magically increase. Here are some proven tips to boost them to the next level by engaging your time in United Way!

WHEN TO USE INCENTIVES

- Encourage first-time donors to make a gift
- Promote attendance at meetings or campaign events
- Persuade colleagues to turn in their pledge form by a certain date
- Encourage a pledge increase or leadership gift



INCENTIVES IF YOU DO HAVE A BUDGET

- Candy
- Free food
- Vacation time
- Celebration or department lunch
- Movie passes
- Gift certificates
- Tickets to local sporting events or theatre events
- Weekend getaways
- Salon/spa services
- Gas and car wash certificates

Need more ideas? Don't forget to ask United Way for some other fun, new ideas and sign up for Campaign Central e-blast!

INCENTIVES IF YOU DON'T HAVE A BUDGET

- Casual day stickers
- Prime parking spaces
- Pass for a sleep in late day
- Company merchandise/apparel
- Potluck
- Traveling trophy for department with highest participation or percentage increase
- Car started & window scraped every day for a week
- Donated items or gift certificates from vendors or local merchants

WHERE TO GET INCENTIVES

- Your company
- Your vendors
- Local businesses
- Managers or other employees
- United Way of South Wood & Adams Counties