

TIPS FOR A SUCCESSFUL CAMPAIGN

1. **CEO SUPPORT:** Involved your CEO in initial planning. Discuss budget, corporate gifts, and CEO involvement throughout the campaign.
2. **GET STARTED:** Form a committee to help run the campaign and select your campaign dates. Identify campaign activities and delegate tasks to your committee.
3. **REFLECT:** Evaluate past campaign performances and set a goal. United Way staff can help, especially when it comes to incorporating new ideas.
4. **SET GOALS:** Discuss the hard numbers and where you want to grow your campaign. Create non-monetary goals too, such as 100% participation.
5. **SPREAD THE WORD:** Share how, where, and when to pledge and incentivize giving. Tag @UWECI on social media!
6. **CONDUCT CAMPAIGN:** Request and distribute campaign materials. Reach out to your United Way staff member for one-of-a-kind learning opportunities.
7. **LEADERSHIP GIVING:** Educate on leadership giving societies and recognize leadership gifts.
8. **DON'T FORGET TO ASK:** Make sure everyone is asked to donate at the kickoff and department meetings. The number one reason why people say they didn't give to the campaign is because they weren't asked.
9. **REPORT AND THANK:** Announce your final results to your company and UWECI. Be sure to thank all who were involved.
10. **HAVE FUN:** Engage your employees with fun and meaningful activities and more.