

# UNITED WAY OF CENTRAL ILLINOIS

## 10 STEPS TO A SUCCESSFUL CAMPAIGN

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### Meet with your Senior Leadership

Having the support and involvement of the Senior Leadership (CEO/President/ED) is key to a successful campaign. This reflects the importance of United Way and empowers the ECC and Campaign Committee with their work.

- Send out a personal letter from your Senior Leadership.
- Have Senior Leadership be a part of any presentations or kick-off.
- Discuss Corporate Gift and ask about a match of employee giving.

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### Recruit a Campaign Committee

Having a committee in place lightens the work load on the ECC and brings in diverse opinions and new ideas. A committee also ensures the development of future campaign leadership.

- Have volunteers who want to help!
- Ask someone new to help so they can help out next year.

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### Attend Training

Training to learn about United Way and how to implement Campaign Best Practices is paramount for any new ECC. Experienced ECCs can always learn one new idea and updates on United Way activities. Experienced ECCs also offer a wealth of knowledge and experience to other ECCs.

- Have someone from your committee attend training.
- If that is not possible, please ask for a Loaned Executive or United Way Staff member to go over the Campaign Basics & updates.

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### Create your Campaign

Every good campaign needs advanced planning to ensure maximum performance. This is where involving a campaign committee and soliciting Leadership support is critical.

- Set your Campaign Timeline: one week preferred; 10 days maximum.
- Set your goal: this can be non-monetary goal like increased First-time Donors or increased participation.
- Turn in your Campaign Supply Order Form.
- Plan a Leadership Giving event or separate solicitation.
- Decide on Special Events.
- Focus on Payroll Deduction.
- Provide incentives for turning in pledge form.

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### Promote Campaign

Prior to and during the campaign, let fellow employees know it's United Way campaign time. Use this opportunity to spice up the atmosphere at work so it's not seen as business as usual.

- Send emails to staff.
- Create a section on your intranet for Campaign and educational materials.
- Use United Way yard signs on company property.
- Use United Way posters.

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### Presentation

Bringing employees together to learn about United Way, hearing from company leadership, and asking questions improves the understanding of why the annual United Way campaign is so important to our community.

- Schedule one or more presentations by UW staff and volunteers.
- Invite the Senior Leadership to share remarks.
- Show Campaign Video.
- Provide incentives for attending presentation.

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### Promote Leadership Giving

Leadership giving begins at \$500 per year and may include an employee's spouse if contribution through the same or a different employer. Providing information and coordinating a separate solicitation for company leadership will directly increase overall campaign performance.

- Host a reception or other type of meeting for current leadership and prospective Leadership Giving donors.
- Ask Senior Leadership to recognize Leadership Giving within the Company.

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### Ask Everyone to Give

The number one reason employees don't support United Way is because they were not asked. Make a special effort to ensure everyone receives information about United Way and is asked to support their community.

- Encourage giving at any level.
- Every gift matters and makes a difference.
- Reach out to recent retirees.
- Include information in a new hire package.

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### Report Results and Say Thank You

The campaign is not done until donors are thanked and pledge forms, along with any unused supplies, are turned into the United Way office.

- Recognize Donors.
- Recognize Committee.
- Complete your report envelope by totaling one time gifts, special events and payroll deduction pledges.
- Turn in Pledge forms & unused supplies at same time.

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### HAVE FUN!

- Employee groups should have fun while helping to support individuals and families in need of social services.
- Treat this as an opportunity for team-building & employee engagement!
- Encourage Volunteering throughout the year at Days of Action.

Thank you for your hard work!

