

10 Steps to a Successful United Way Campaign!

Congratulations on being selected as your company's Workplace Campaign Chair!

Not only are you providing a tremendous service to your company, but your efforts will also make a difference - improving lives and building a stronger community. The United Way Fort McMurray staff are ready to assist however possible. You can contact our Community Campaign Coordinator Anna Dolling at adolling@fmwbunitedway.com and **780-791-077 ext. 3015**.



**United Way
Fort McMurray
and Wood Buffalo**

1 Meet and Engage with your CEO

- Send out a personal letter of endorsement from your president or CEO
- Have your CEO be a part of your kick-off (i.e. speech or participation)
- Discuss corporate gift

2 Recruit a Committee and Plan your Campaign

- Set your campaign timeline
- Discuss your campaign budget
- Ask for help! People who volunteer are involved because they want to be, and will lend energy to your campaign
- Decide what your campaign activities will look like (presentations, activities, food and prizes). Ask your United Way staff member to coordinate presentation speakers
- Assign committee tasks and establish target dates

3 Review, Evaluate and Calculate Goal

- Work with United Way staff to find out about your company's giving history (if available)
- Review last year's campaign and any feedback you received as to what worked and didn't work
- Incorporate new ideas for this year's campaign

4 Set Employee Goals

- Create a dollar goal
- Create a percent participation goal
- Talk to United Way staff about Day of Caring and Seeing is Believing and volunteer together as a group!

5 Publicize your Campaign

- Share how to pledge, when to pledge and what your pledges support
- Use provided United Way materials (i.e. posters, videos, brochures)
- Share information about campaign activities and events
- Create a section on your company's intranet to share information about United Way and your company's campaign, linking it to our website (www.fmunitedway.com)
- Like our Facebook page (facebook.com/fmunitedway) and download our app (UWFM) for regular updates!

6 Conduct an Educational Campaign

- Invite United Way staff to present at a group meeting
- Use an agency guest speaker (United Way staff can help set it up)
- Conduct group presentations for all departments (United Way staff is happy to help and are available to attend your presentations!)
- Ensure every employee receives United Way materials
- Follow up with employees to ensure every employee has been given the opportunity to contribute and ask if they have questions

7 Promote Leadership Giving

- Discuss Leadership Giving matching opportunities with your CEO
- Discuss the opportunity for him/her to recognize Leadership Donors within the company
- Share the benefits of being a Leadership Donor

8 Ask Everyone to Give

- Ensure you ask every person to give by asking your committee and any other advocates to reach out to their co-workers (the number one reason people do not donate is because they weren't asked!)
- Ask your new hires as part of the HR package
- Inform employees of ways they can continue to Give, Volunteer, Act!

9 Report Results and say Thank You

- Recognize individuals, groups and departments that went above and beyond during the campaign
- Announce your final results to all employees
- Thank everyone at the time of giving
- Make a "Thank You" display (hang posters, campaign activity photos and mementos of the campaign)
- Give special thanks to your committee
- Collect all pledge cards and schedule a pick-up or drop-off with your United Way representative

10 HAVE FUN!

- Engage employees with creative and educational activities
- Provide special pledge incentives, such as prizes for first time donors, increased giving and/ other levels you feel appropriate to award
- Remember; you're making a difference in your community!

Act. Give. Volunteer.

