

**GETTING
STARTED**

- Review your company's giving history
- Encourage CEO/leadership to get involved

ASK LEADERSHIP TO:

- Complete their pledge card
- Pledge a corporate gift on behalf of the organization/business
- Write a letter or send an email to all employees
- Participate in/or attend a campaign meeting to show support

**TEAMWORK MAKES THE
DREAM WORK**

- Recruit a committee to help with campaign
- Set a committee meeting and invite leadership

AT FIRST COMMITTEE MEETING:

- Set time frame & date for campaign (2-4 weeks)
- Set Goal for funds to be raised
- Determine campaign activities (Examples provided)
 - Hold United Way rally or kickoff
 - Create an email campaign
 - Hold an internal fundraiser
 - Open internal fundraiser for public participation

**DURING
CAMPAIGN**

- Educate your co-workers about United Way
 - Schedule a United Way speaker
 - Create an email campaign
 - Hand out brochures and marketing materials
 - Email/Share partner agency success stories
- Ask your co-workers to pledge
- Collect pledge cards throughout campaign
- Update co-workers on progress

**COMPLETE YOUR
CAMPAIGN**

- Collect all final pledges
- Complete your campaign report
- Email or deliver report to your United Way representative
- Thank your coworkers for their generosity
- Plan a celebration
- Announce final amount raised

**UNITED WAY
KICKOFF/RALLY**

AGENDA

- 3 Min. Welcome & UW Campaign endorsement - CEO/ECC
- 5 Min. United Way Presentation - UW Representative
- 5 Min. Partner Agency Presentation - Partner
OR show United Way Video
- 2 Min. Wrap up/ask to pledge - CEO/ECC

EMAIL CAMPAIGN

1 MONTH BEFORE

Email from leadership announcing Campaign & Save the date for Kickoff/Rally

2 WEEK EMAIL CAMPAIGN AFTER THE KICKOFF/RALLY

- Day 1 - Message from leadership (why they believe in UW)
- Day 3 - UW Campaign video attached (shows impact)
- Day 7 - United Way email with Success Story
- Day 9 - United Way email with Success Story
- Last Day - United Way email with Success Story

1 OR 2 DAYS AFTER THE CAMPAIGN

Announce results, share how many lives were impacted and say THANK YOU!

FUNDRAISING IDEAS

JEANS DAY STICKERS

Sell for \$5 a piece

BAKE SALE

Auction off some of the goods

PUMPKIN CARVING CONTEST

Donate to vote.

SELL RAFFLE TICKETS

Draw at kickoff/rally

AUCTION AT KICKOFF

Prizes like parking spots, days off, etc

GARAGE SALE

Have employees provide items

PUT OUT FLYERS OR ADVERTISE ON SOCIAL MEDIA TO MAKE ABOVE EVENTS OPEN FOR PUBLIC PARTICIPATION - HAVE FUN!

NEED HELP?

UNITED WAY STAFF IS HERE TO HELP YOU SUCCEED!

We can help you plan your campaign, deliver materials and schedule presentations.

**FIND OTHER TOOLS AND MESSAGING ON OUR WEBSITE AT
WWW.HARVEYUNITEDWAY.ORG - CLICK ON CAMPAIGN TOOLKIT**