

**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 state with Success Story
- Day 9 - United Way state with Success Story
- Last Day - United Way state 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](http://WWW.HARVEYUNITEDWAY.ORG) - CLICK ON CAMPAIGN TOOLKIT**