

Campaign Quick Reference Guide

10 Steps to a GREAT Campaign

1. Confirm CEO Support
2. Recruit a Winning Campaign Team
3. Review Past Performance and Set Goal
4. Develop a Plan for Success
5. Promote and Educate
6. Conduct Leadership Giving Campaign
7. Make the Ask
8. Report the Results
9. Say "Thank you"
10. Plan for Next Year's Campaign

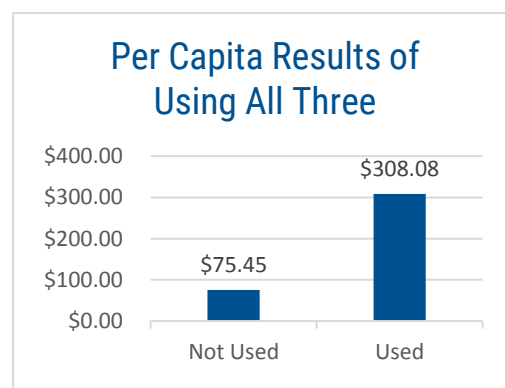
Best Practices for Success

- Ask your CEO to be a visible part of your organization's campaign by writing letters to associates and attending campaign meetings and events.
- Use a targeted percentage increase or a per capita amount when setting your goal.
- Educate your committee on United Way by holding a training session and tour at a partner agency. They will see firsthand how dollars are invested into local programs while gaining tools and information needed to answer questions from your associates.
- Educate your associates by organizing tours of United Way funded facilities. Ask those associates to report back to the larger group about the experience.
- Use incentives and prize dollars wisely. Encourage first-time donations and increased gifts by offering First Time Giver and "Step up" incentive programs. Use "Fast Fact" e-mails to educate associates about community issues and United Way work in those areas.
- Hold a special meeting for potential Leadership Givers using the facilities of a United Way partner agency.
- Hold departmental campaign meetings so that everyone may be addressed at one time. Distribute pledge cards during the meeting and ask for them to be turned in at the end.
- Celebrate your success with a fun event such as an ice cream party or catered lunch. Bonus: Ask upper management to do the serving!
- Hold a debriefing meeting with the Campaign Committee, CEO and your United Way representative to talk about successes of the campaign and opportunities for next year's campaign while they are still fresh on your mind.
- Connect with United Way of the Piedmont on Social Media and share your campaign success and community spirit with us!

The Power of Three

1. CEO involvement
2. Setting campaign goal
3. Hold campaign meetings that touch all employees

These three practices make the greatest difference in your United Way workplace campaign.



Incentives with Impact!

Day off from work
1/2 day off from work
Reserved Parking
Tickets to Games / Movies
Grocery Certificates
Company T-shirts
Dinner for Two
Hotel Getaways
Gift Certificates
Flowers Each Month for Year
"Sleep-in" Passes
"Flee at 3" Passes
Airline Tickets

Dinner with the CEO
Casual Fridays
CEO for the Day
Corporate Clothing
Vendor Clothing & Gifts
Donated items from area businesses
Round(s) of Golf
Extra 1/2 hour for Lunch for a Week
Trophies! - Department w/ Highest Participation
Time Share* (this could be donated by someone from your company)

Events that Energize!

Casual Day
Bake Sale
Softball / Volleyball Tournament
Golf Tournament
Executive Dunk Tank
Sell Popcorn and Drinks
Luncheon Seminar
Company Picnic/Employee Cookout
Cubicle/Office Decorating Contest
United Way Trivia Contest
Chili Cook-off
Ugly Tie / Ugly Earring Contest
Funniest Home Videos
Dress-up Day
Departmental Penny Wars
Flamingo Flocking
E-mail Bingo Raffles
Video Game Tournament

Ice Cream Social
Pizza Party
Pancake Breakfast
Beach Party
Carnival
Office Olympics
Halloween Costume Contest
Baby Picture Guessing Game
Rockin' the 80's Party
Campaign Slogan /Theme Contest
Voice Mail / E-mail Quiz
Kiss the Creature Contest
American Idol
Game Shows - Family Feud, Jeopardy
Womanless Beauty Pageant
Tricycle Races
Latte & Muffin Stand
NASCAR...on Big Wheels

For more info, visit www.uwpiedmont.org

And always feel free to contact your United Way Campaign Director for ideas and materials to run a successful campaign!

United Way of
the Piedmont

