

EXAMPLE OF ONE-WEEK CAMPAIGN

Your United Way Campaign Executive can help you plan a campaign that's right for your organization.

Preparation:

- Meet with your United Way Campaign Executive at least two weeks in advance to plan your campaign and set goals. Talk about your LIVE UNITED campaign theme.
- Meet with your CEO to get his/her support of the campaign. Find out if there is a budget for prizes/events/food.
- Secure a verbal and written endorsement and involvement of labor representatives for the campaign, if applicable. Include in planning process.
- Secure a date and space for your employee rally
- Ask employees how they LIVE UNITED. Collect stories, especially from Loyal Contributors.
- Secure raffle prizes. Ask vendors and/or employees to donate items if necessary.
- Announce the campaign dates one week in advance. Offer raffle prizes for those who turn in their pledge forms. Announce your campaign goal.
- Distribute brochures and Bingo cards (provided by United Way) to all your employees
- Take pictures of your CEO and staff in LIVE UNITED T-shirts
- Put posters in all common areas. Put table tents on lunch/break room tables.
- Hold a Leaders In Giving meeting for all managers. Ask your CEO to make a brief introduction and endorse the campaign. A United Way executive or volunteer will make the presentation, ask for employee support, share your company's goal and ask employees to give at a leadership level.

Day 1:

- Announce first four Bingo squares
- Announce results from Leaders In Giving campaign

Day 2:

- Hold a half-hour employee rally that reflects your LIVE UNITED campaign theme (make it fun). Have your CEO wear his or her LIVE UNITED T-shirt, give a brief endorsement of the campaign and publicly announce your goal. Have a labor representative give a brief endorsement. Your United Way Campaign Executive will speak for 15-20 minutes and ask for pledges. Provide food if possible.
- Recognize Loyal Contributors and volunteers
- Distribute the pledge forms at the rally and encourage employees to turn them in at the close of the presentation. Give two raffle tickets to those who do, even if they choose not to donate. Include information about being a Leader In Giving.
- Announce four more Bingo squares

Day 3:

- Announce four more Bingo squares
- Share LIVE UNITED stories
- Start tallying pledges and report results to all employees
- Visit every employee who was unable to attend the presentation and give each a pledge form. Give one raffle ticket to everyone who turns in a pledge form, even if they choose not to donate.

Day 4:

- Announce four more Bingo squares

Day 5:

- Collect final pledges and tally results
- Announce Bingo winners

Wrap-up:

- Hold your raffle drawing and announce prize winners
- Give examples of the change donations to the Local Community Fund will make (United Way can help with this)
- Ask your CEO to send a message thanking everyone for their participation and share final campaign results