

EXAMPLE OF TWO-WEEK CAMPAIGN

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

Preparation:

- Recruit a campaign team 1-2 months before the campaign begins with volunteers from each department and labor groups.
- Meet with your Campaign Executive 4-6 weeks in advance of your campaign kick-off to plan your campaign and set goals. Discuss your LIVE UNITED campaign theme.
- Consider creating your own LIVE UNITED video
- Meet with your CEO to get his/her support and a budget to run the campaign. Ask CEO to appoint a senior manager to run a Leaders In Giving program and set a goal.
- Secure raffle prizes. If you don't have a budget, ask vendors and/or employees to donate items.
- Announce the campaign date and goal two weeks in advance
- Distribute Bingo cards (provided by United Way) to all employees. Play United Way Bingo every day or until you have all of your winners.
- Take pictures of your CEO and staff in LIVE UNITED T-shirts for posters
- Identify Loyal Contributors
- Gather stories on how employees LIVE UNITED
- Put posters in all common areas. Put table tents on all break/lunch room tables.
- Include a story in your employee newsletter about how donations to the Local Community Fund improve people's lives
- Schedule a Leaders In Giving meeting and employee presentations. It's easiest to schedule presentations at regularly scheduled staff meetings. United Way will need 15-20 minutes on the agenda.
- Hold a Leaders In Giving meeting with all management staff and current Leaders In Giving. Ask CEO to encourage senior staff to give at a leadership level. A United Way executive or volunteer will give the bulk of the presentation.

Day 1:

- Decorate common areas with balloons
- Announce results from Leaders In Giving Campaign

- Hold a kick-off event like an executive car wash, carnival, hot dog barbecue, etc.
- Recognize Loyal Contributors and volunteers
- Put up campaign thermometers to track results
- Announce first two Bingo squares
- Share LIVE UNITED stories

Day 2:

- Announce Bingo squares and hold meetings
- Distribute pledge forms

Day 3:

- Hold a United Way bake sale or other fun event
- Announce Bingo squares and hold meetings

Day 4:

- Send a company email with brief information about United Way's Local Community Fund
- Announce Bingo squares and hold meetings
- Tell a story. How do you LIVE UNITED?

Day 5:

- Tally pledges and announce early results
- Hold a drawing from the pledge forms that have already been submitted
- Announce Bingo squares and hold meetings

Day 6:

- Have your CEO send a message thanking people for participating and encouraging those who haven't pledged to do so
- Announce Bingo squares and hold meetings

Day 7:

- Host another special event (e.g. basket raffle, silent auction or root beer float party)
- Ask employees to return their pledge forms, even if they elect not to give

Day 8:

- Announce Bingo squares and hold meetings

Day 9:

- Announce updated results
- Announce Bingo squares and hold meetings

Day 10:

- Collect and tally final pledge forms
- Announce Bingo winners

Wrap-up:

- Hold final raffle and announce winners
- Ask your CEO to thank everyone for participating and share campaign results