

YOUR UNITED WAY CAMPAIGN SUCCESS STARTER KIT

PLAN YOUR KICKOFF

- Determine the dates of your Employee Giving Campaign.
- Plan when to hold your pep rally. Consider a staff meeting, over breakfast or during lunch.
- Invite a senior executive and United Way representative speak at the event.



Pro Tip: Know someone on your team who has benefited directly from United Way investments? Anyone who is an enthusiastic supporter of United Way? Ask them to share their experience with the rest of your team!

MAKE IT YOUR OWN

- Check out the Employee Giving Campaign toolkit at UnitedWayQC.org/CampaignToolkit. This toolkit includes sample emails, videos, flyers and more.
- Your United Way Relationship Manager can guide you through all steps of running a campaign as well as help you goal set, train your team and more.
- Looking for something specific? Reach out and ask your Relationship Manager — we're here to help!

KEEP UP THE COMMUNICATION

- Consolidate and coordinate outgoing communications to avoid overloading people with information.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- In-person is always best. Use team meetings or one-on-one conversations to remind your teammates to consider making a gift to the campaign.



PEOPLE-POWERED PROGRESS

 **8,000** neighbors
generously giving

 **3,500** volunteers dedicating
time and talent

 **250+** companies, agencies
and union partners