

# HOW TO RUN A CAMPAIGN

## STEP ONE: INVOLVE

### GET YOUR CEO, SENIOR MANAGEMENT AND CO-WORKERS INVOLVED

The company's leadership and enthusiasm are vital to the success of the campaign. Involve your senior management in the following areas:

- Approve the campaign plan, dates and goal, including budget for activities and incentives
- Send an endorsement letter to employees. Have top management speak at employee meetings and appear at events.
- CEO's can demonstrate support by giving at the Key Club level and pledging a corporate match of employee donations.
- Do not try to do it alone. Recruit other enthusiastic employees to help with the campaign and set a goal for participation and dollars raised.
- Include employees from various departments and locations to foster cross-departmental team building. Remember to include the United Way staff or Campaign Ambassador in your meetings.
- Recruit a company Key Club and/or Young Leader Society (YLS) Coordinator to develop leadership giving strategies specific to your company, speak about leadership giving during the campaign and increase the number of leadership-level givers.
- Send a thank you letter to donors and campaign team after the campaign.

## STEP TWO: EDUCATE

### FIND WAYS TO PUT UNITED WAY IN FRONT OF EVERYONE

- Utilize a company newsletter, change your e-mail signature, stuff payroll envelopes, create table tents for a lunch or break room or hang posters to announce campaign dates.
- Notify your United Way staff person of any campaign supplies you need.
- Use United Way facts and information about what donated dollars can do; (refer to page 22).
- Remember to keep your fellow employees updated on the progress of the campaign.
- Use special events as a fun and easy way to promote the campaign and boost enthusiasm!
- Encourage employees to tour agencies and bring in agency speakers so they can provide first-hand knowledge of how an employee's contribution helps to meet our community's greatest needs.
- Check out the Campaign Resources section of our website as we update it with additional tools and materials at [www.unitedwaytopeka.org](http://www.unitedwaytopeka.org).

### EDUCATIONAL POINTS

- United way of Greater Topeka organizes an annual fundraising campaign to enable employees of local businesses and individual donors to LIVE UNITED through giving.
- There are plenty of ways employees can donate, one of the most convenient ways is through payroll deduction.
- It is effective to donate to united way because it helps our entire community and every dollar stays in our community unless a donor specifies another United Way community.
- UWGT is governed by local volunteers who are committed to our community and making a lasting change.
- The entire community benefits from United Way's focused efforts on Education, Income and Health.

## STEP THREE: ASK

THE NUMBER ONE REASON PEOPLE MAKE A CHARITABLE CONTRIBUTION IS BECAUSE THEY WERE ASKED.

- Hold a campaign kickoff and arrange for a United Way video and speaker to present at employee meetings.
- Help your co-workers learn more about United Way by holding employee meetings and/or one-on-one solicitations from committee members. Fun and festive meetings help make people feel special.
- Encourage employees who have used United Way services or agency programs to share their experiences.
- Follow the “15-minute Employee Meeting;” (refer to page 16).
- Encourage giving through payroll deduction.
- Generate enthusiasm for the campaign with incentives for involvement in the campaign.
- Follow up with any employees who missed the meetings.
- Encourage everyone to give what they are able.

## STEP FOUR: THANK

### COLLECT & REPORT

The best ECCs quickly collect all pledges and report results to everyone at the company, the payroll department and to United Way. We also suggest reporting campaign leadership results to all leadership givers.

Your co-workers made it happen. Make sure everyone knows your organization’s percent participation, total contributions raised and receives acknowledgement for a job well done!

## SAY THANK YOU, AND HELP US SAY THANKS TOO

Thank each donor when they turn in their pledge cards. It is important to thank your committee and all those who helped during the campaign.

- Write a personal note of thanks.
- Ask your CEO to write a personal note of thanks.
- Hold an employee reception for all contributors with the CEO.
- Use bulletin boards, company newsletters and e-mail for additional thank you messages.
- Host an awards lunch/celebration.
- Throw a party from the CEO.
- Present campaign awards at board meeting, staff meeting, etc.
- Publish names and photos of campaign activities and volunteers in an employee newsletter.
- Give campaign mementos including certificates, coffee mugs, cups, note pads or pins.