BE IN THE KNOW
Know how much your company raised last year and what the average gift was. It’s helps as a guide for setting this year’s goal. Also, ask around for what your co-workers remembered from last year’s campaign.

ASSUME NOTHING
Not everyone in your company is familiar with United Way. Make sure your plan includes sharing with your co-workers what United Way does and what they are being asked to support.

TELL THE STORY
Hold a 20-30 minute meeting and ask every employee to participate. During the meeting tell United Way stories and remind co-workers that their gifts do make a difference.

TOOT YOUR OWN HORN
Let everyone know how the campaign is going. Send out progress reports, announce contest winners and keep everyone in the loop.

SAY THANKS
Saying thank you is one of the most important parts of any campaign. Thank those that gave AND your team that helped make it a success. Send a note, write an email, or tell them face to face.

MAKE IT A TEAM SPORT
Just because you’re the coordinator doesn’t mean you need to go it alone. If your company has more than 100 employees – recruit some help! Don’t just ask your friends, include management, finance, support staff and human resources – anyone that will make the campaign a success.

HAVE A PLAN
The success of a campaign is all in the details. Set your kickoff date, presentation times, get your supplies together weeks BEFORE it’s set to happen. Know what you’re going to do and follow the plan!

GIVE AWAY FREE STUFF
Incentives can help your co-workers get excited about the campaign. What works at one company may not work at yours, so do what works.

MAKE YOUR CAMPAIGN FUN!
The most successful campaigns engage employees in a fun, non-traditional way. Your campaign should be a fun experience for you and your co-workers.

USE YOUR TOOLS
United Way has a wide variety of materials available to help you in your campaign – use them! Call, stop by our office or check out our Web site if you need information.

SET AN EXAMPLE
Make a gift yourself. It’s always easier to ask others to join you in giving than to do something you’re not doing yourself.

MAKE THE ASK
Wrap it up
Put all completed pledge forms in the provided pledge envelope and turn them in. Add up the final totals so you can celebrate with your co-workers.

CELEBRATE SUCCESS
Congratulate your co-workers for being part of a successful campaign with a cake, morning donuts, ice cream, etc. Get creative and make it memorable.