

# Steps to a Successful Campaign

## DEVELOP A CAMPAIGN PLAN

• **Today's Date:**

\_\_\_\_\_/\_\_\_\_\_/2010

• **Company Kick off date:**

\_\_\_\_\_/\_\_\_\_\_/2010

• **Order supplies based on employee numbers:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

• **Event/Meeting date(s):**

\_\_\_\_\_/\_\_\_\_\_/2010

\_\_\_\_\_/\_\_\_\_\_/2010

\_\_\_\_\_/\_\_\_\_\_/2010

• **Request speaker(s):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

• **Final Pledge date:**

\_\_\_\_\_/\_\_\_\_\_/2010

• **Complete Corporate Gift:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

• **Wrap-up paperwork date:**

\_\_\_\_\_/\_\_\_\_\_/2010

• **Thank employees date:**

\_\_\_\_\_/\_\_\_\_\_/2010

• **End date:**

\_\_\_\_\_/\_\_\_\_\_/2010

Through the years, we have learned what works and what doesn't. We understand that for many, being an ECC can seem overwhelming. With a little support, most ECCs go on to easily meet and exceed their goals.

To that end, we put together this guide, filled with best practices, timelines and practical advice to help you. Consider the following questions to plan your campaign.

## LAYING THE GROUNDWORK

- How can I increase awareness?
- How can I get more people to participate?
- How can I increase the average gift?
- What has my company done in the past that was successful?
- How can I get the CEO and top level/upper management involved?
- Is there someone in top-level/upper management who would enjoy being involved?
- How will you leverage your CEO and/or upper management?

**TIP: Review past campaigns and meet with previous coordinators to discuss successful strategies.**

## CONDUCT A STRONG CAMPAIGN

- What skills do I need my team members to have?
- How will I publicize events and activities?
- What special events, activities and incentives will my campaign offer?

**TIP: Use posters, video, speakers, program tours, e-mail and newsletters to ensure every employee is educated and asked. Don't forget to follow up.**

## REPORT & RECOGNIZE

- Identify and thank Loyal Contributors employees who've been giving to any United Way for 10 years or more.
- Thank all employees through messages in newsletters, email, bulletin boards, etc.

## CAMPAIGN WRAP UP

- When will I block time to collect forms and complete paperwork?
- What date will I report final totals?
- How will I report them to employees?
- How will I thank everyone?

### Return to United Way:

- Completed Report Envelope
- Forms
- Money
- Yard signs
- DVD/VHS copies