

CAMPAIGN PLANNING

Campaign Planning

New Ambassador? Not sure where to start? Check out our "**Campaign Basics - 10 Steps to Success**" which provides step-by-step guidelines and some best practices.

Set a campaign goal to encourage employees to aim higher this year. Goals can be monetary or based on participation. Refer to your historical data as a starting point.

Need a step by step checklist for before, during and after your campaign? Use our **Campaign Checklist** to formulate a plan that works for your workplace.

If you have questions, would like help and/or need more recommendations, just let us know. We're always happy to assist you! **Contact us today to set up a meeting.**

Campaign Communication

Education is the key to a successful campaign. Study our resources so that you have the facts. Start with: Did You Know; MythBusters; and United Way 101.

Schedule a kick-off event and make sure all staff are invited. Contact UWSWMN to obtain a guest speaker.

If you've set a goal for your campaign, use one of our goal thermometers in your workplace to track your progress and encourage employees to help reach the goal.

Advertise your campaign in every way possible at your workplace. Use provided resources for email blasts, graphics and information to make a larger impact.

Campaign FUN!

Have fun with your campaign by choosing a theme and planning all activities, fundraisers and food around that theme. This year's campaign theme is **Every Person. Every Community.**

Jean Days/Weeks for United Way are a great, easy supplemental fundraiser to your employee giving campaign. Give a sticker to everyone who participates to show they support United Way!

Incentives and special events can be a great way to engage people in the campaign. Check out our Incentive Coupons and Fun-Raiser and Special Event Ideas!

VOLUNTEER as a group. Several volunteer opportunities are available through our Get Connected volunteer platform. Click the **VOLUNTEER** tab on our website to learn more.

Saying Thank You

Say **THANK YOU** throughout the campaign! Research shows that you should thank donors multiple times for their one gift! That's how important a simple "thank you" is.

Have a wrap-up/thank you party to celebrate your fundraising success. It can be a lunch, ice cream party, cupcakes, root beer floats...whatever you choose!

Schedule a campaign check presentation photo with UWSWMN to celebrate your workplace success and investment in local people. We'll share it through social media for additional recognition.

Encourage co-workers to sign up for the UWSWMN e-newsletter to stay informed throughout the year of upcoming events and how funds their donations are being invested.