

Key Steps to Success

United Way of Southwest Minnesota Campaign Basics

Running a successful workplace campaign for United Way of Southwest Minnesota should be fun and easy. The most successful Campaign Ambassadors have found the following tips to be instrumental in their efforts.

1

Obtain top management support and recruit a strong campaign committee.

2

Attend ambassador training or get 1-on-1 training. Obtain campaign resources from UWSWMN.

3

Develop your campaign plan by setting a timelines and goal(s) - could be monetary or participation.

4

Hold a campaign kick-off in your workplace. Promote your campaign. Hold special event fundraisers.

5

Educate co-workers. Make the ask. Encourage leadership level giving. Monitor and report your progress towards your goal(s).

6

Wrap-up your campaign by celebrating and thanking everyone! Thank you for holding a workplace campaign!



For a complete list of ambassador resources and information, visit:

→ www.UnitedWaySWMN.org/Ambassador-Resources