

YOUR CAMPAIGN CHECKLIST

PRIOR TO THE CAMPAIGN

- Meet with a United Way representative.
- Attend a training session on _____.
- Set up a meeting with your CEO to enlist his/her support.
- Recruit a strong campaign team.
- Review last year's campaign.
- Develop strategies, a timeline, and goals for this year's campaign.
- Reserve room(s) for group meetings and/or special events.
- Contact United Way to arrange for a speaker at group meetings.
- Ask a member of senior management to serve as a Leadership Giving Chair.
- Personalize pledge forms.**
- Consider incentives for various levels of giving.
- Distribute emails leading up to the campaign to educate, build enthusiasm, and inform people of key dates. Post information on your company's intranet if you are unable to send these as emails.
- Send out an endorsement letter from the CEO.
- Other _____

DURING THE CAMPAIGN

- Distribute personalized pledge forms as people enter the group meeting(s).
- Run a separate leadership giving solicitation for those who have the potential to give \$1,000 or more annually.**
- Promote the campaign in company newsletters, intranet, and via email.
- Hang posters and update thermometers regularly.
- Make your own contribution to the campaign.
- Follow up with anyone who has not yet turned in their pledge form.
- Other _____

AFTER THE CAMPAIGN

- Complete the contribution report envelope summarizing your results and return to United Way.
- Hold an event to wrap-up the campaign, announce results, and recognize those who volunteered and contributed.
- Send out thank you notes and/or letter signed by the CEO.
- Promote the results of your campaign in company newsletters, intranet, and via email. People like to find out how they did!
- Display United Way thank you posters.
- Evaluate your results with recommendations for next year.
- Consider implementing a new hires program.
- Post information about United Way and 'How I LIVE UNITED' stories year-round.**
- Other _____

JOIN HANDS. OPEN YOUR HEART.
LEND YOUR MUSCLE. FIND YOUR VOICE.
THIS IS YOUR GUIDE TO LIVING UNITED
AS A CAMPAIGN COORDINATOR.

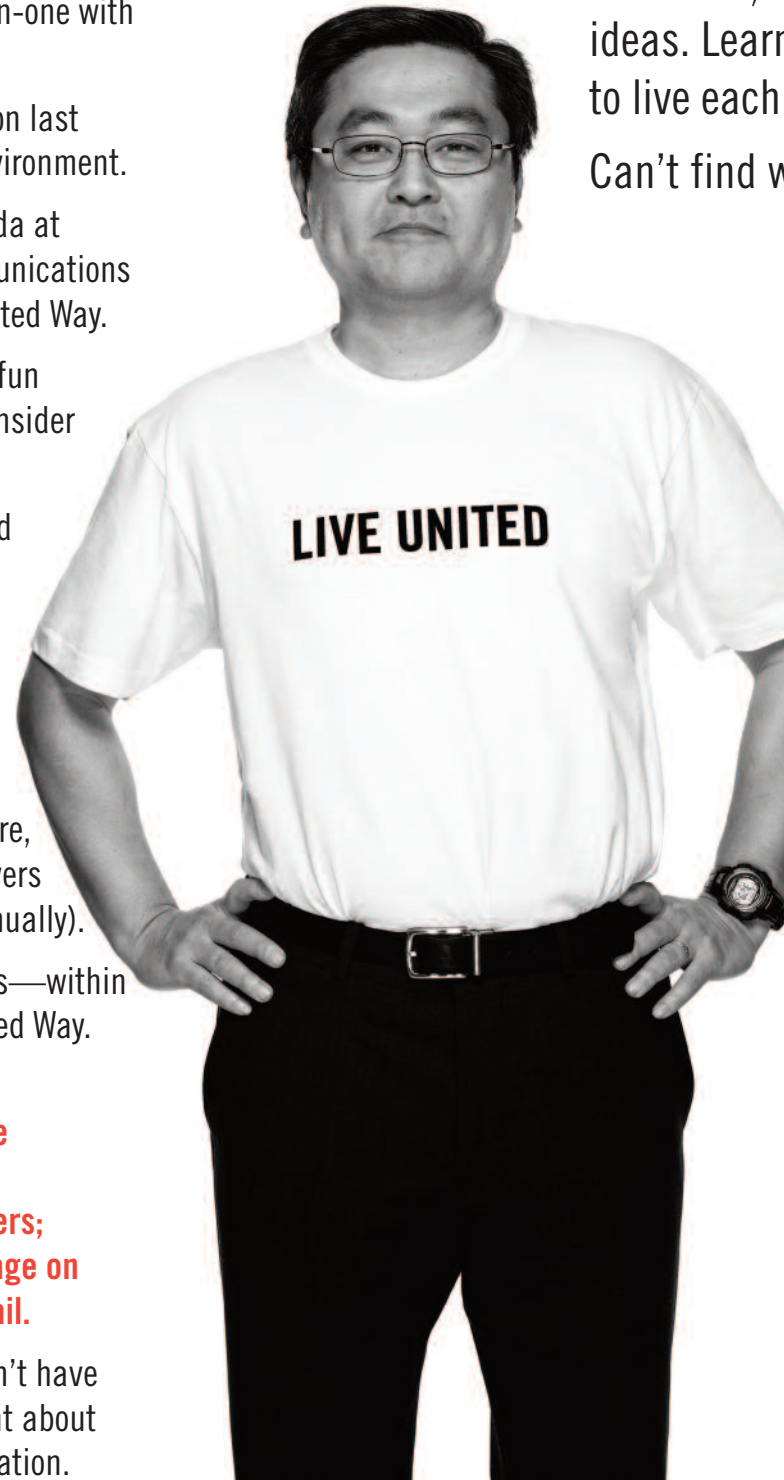


GIVE. ADVOCATE.
VOLUNTEER.
LIVE UNITED™



KEYS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

- » Enlist the support of your CEO.
- » Recruit a campaign team to assist you.
- » Attend United Way training or meet one-on-one with United Way staff.
- » Develop strategies and set a goal based on last year's effort and this year's workplace environment.
- » Hold employee group meetings (see agenda at right). Use the meetings and other communications as a way to educate colleagues about United Way.
- » Use incentives to encourage giving. Hold fun special events that build enthusiasm. Consider volunteering as a team-building project.
- » Visit our website often to gather ideas and find resources available to you.
- » Promote the campaign using tools available through United Way including posters, sample emails, guest speakers, and endorsement letters.
- » Run a special solicitation for those who are, or have the potential to be, leadership givers (those who contribute \$1,000 or more annually).
- » Wrap up your campaign and report results—within your company or organization and to United Way.
- » **Say “thank you” to those who contributed to the campaign and anyone who helped coordinate it. Send letters signed by the CEO; hang thank you posters; write thank you notes; and post a message on your company’s intranet or send an email.**
- » Implement a new hires program if you don't have one already. Consider adding a component about United Way into your new employee orientation.



Living united means working together to reach our mutual goals as a community. And in your role as a United Way Coordinator you are not alone—we are with you every step of the way.

Please visit our website for additional resources and information. Find sample endorsement and thank you letters, United Way logos to download, ways to say ‘thank you,’ and special event and incentive ideas. Learn more about **LIVE UNITED** as a philosophy and as a way to live each moment of your day.

Can't find what you're looking for? Call us and we're happy to help!

THE 20-MINUTE GROUP MEETING

SAMPLE AGENDA

ITEM	PRESENTER	TIME
Opening remarks	Employee Coordinator	2 mins.
CEO Endorsement	CEO	1 min.
United Way overview	United Way representative/ Loaned Executive	5 mins.
Campaign Video	Employee Coordinator introduces	4 mins.
Speaker	United Way Agency/Volunteer	5 mins.
Ask for the Gift	Employee Coordinator/United Way representative	2 mins.
Closing comments	Employee Coordinator	1 min.

SAY THANK YOU!

SAMPLE EMAIL MESSAGES

This is your invitation to **LIVE UNITED**. Be part of improving the education, health and income of people in your community. Because united we stand. United, we elevate. United, we can change what we see in the world around us. **Please give to United Way.**

Need help or know someone who does? United Way wants to be sure that anyone has access to information 24 hours a day, 365 days a year. United Way 2-1-1 provides free information and referrals to human services in your town. **Dial 2-1-1** from anywhere in the state of Connecticut to get connected with professional case workers who can answer your questions and find community services to assist you.

How to **LIVE UNITED** at [insert company name]:

**JOIN HANDS. OPEN YOUR HEART.
LEND YOUR MUSCLE. FIND YOUR VOICE.
GIVE 10%. GIVE 100%. GIVE 110%.
THINK OF WE BEFORE ME.
REACH OUT A HAND TO ONE
AND INFLUENCE THE CONDITION OF ALL.
GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.**

United Way is **advancing the common good** by focusing on education, health and income. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

United Way's goal is to create real, lasting change that prevents problems from happening in the first place. We invite you to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow. **That's what it means to LIVE UNITED.**

Want to make a difference? Attend [insert company name]'s United Way campaign kickoff event on [insert date] and learn more about what it means to **LIVE UNITED**. And please support United Way this year. Give. Advocate. Volunteer.