

Ten Steps to a Successful Campaign:

1 . Attend ECC Training:

Two Dates to Choose from:

Wednesday, August 17, 2011; or

Tuesday, August 23, 2011.

- 2.** Review your company's giving history and set a goal for your campaign.
- 3.** Obtain support through United Way Staff, key upper management and fellow co-workers.
- 4.** Set your campaign timeline to include a campaign kick-off, special events and a campaign presentation and a wrap-up.
- 5.** Request the necessary campaign supplies from UW office (pledge forms, pens, posters).
- 6.** Publicize your campaign through posters, payroll stuffers, email blasts, intranet, newsletters and bulletin boards.
- 7.** Promote leadership giving by recognizing current leadership donors (personalized leadership pledge packets are provided).
- 8.** ASK every employee to give.
- 9.** Say THANK YOU to everyone who participated in the campaign.
- 10.** Announce and celebrate your campaign results.

