

CAMPAIGN TIPS

RECRUIT A TEAM

Don't run your campaign alone. Recruit a committee of enthusiastic, resourceful and committed employees to help you plan the best possible campaign. Things to consider...

- **Involve representatives from various departments in your organization.** Diversity is important, so invite individuals from groups such as marketing, human resources, accounting, and more.
- **Set up regular committee meetings and delegate responsibilities.** You can ensure campaign success by creating roles such as department liaison and payroll contact, and areas of focus such as marketing/events and campaign communications, for committee members.

LOCK DOWN THE LOGISTICS

It's all about timing—take it from us.

- **The most effective campaigns have proven to be short and sweet - design yours with that in mind.**
- **Plan ahead.** It's important to launch the campaign with a clear kickoff and wrap it up ceremoniously. These are key elements to take into consideration when establishing timing up front.
- **Set goals.** United Way will help you determine the numbers. Once they are set, make sure your colleagues know what they're working toward.

COMMUNICATE, COMMUNICATE, COMMUNICATE.

Campaigns with great visibility encourage everyone to get involved. Here are a few ways to mix your communications up and get them the visibility they deserve.

- **Employ regular, consistent communication.** Launch your campaign with creative kickoff communications— then, communicate along the way to maintain excitement and engagement.

WRAP THINGS UP

Clearly signify that the campaign is officially a wrap and, while you're at it, make sure your colleagues receive proper thanks.

- **Finalize your campaign.** Publicize your campaign's end date and ensure all pledge forms are turned in by the deadline.
- **Don't forget to say thanks.** Ensuring your employees have a positive experience is critical to reinforcing your appreciation and creating consistent donors. Be timely with your thank-you efforts. Thank donors, employees and your campaign team in well-timed fashion at the end of the campaign

