Quick Resource Guide: Steps to Planning Your Campaign & Tips for Success as an Employee Campaign Chair

At Least 6 Weeks Before
- Meet with your United Way representative to develop campaign goals and strategies
- Review the previous campaign’s performance, determine opportunities and challenges
- Visit United Way’s online campaign toolkit (UnitedForImpact.org/toolkit) for materials and ideas
- Meet with your CEO to confirm his or her commitment
- Recruit and train a campaign team
- Set dates for employee meetings
- Develop your specific campaign timeline with dates and goals
- Review our sample email messages and customize for your campaign

At Least 4 Weeks Before
- Plan your campaign theme and special events
- Ask your United Way representative about speakers for employee meetings
- Request materials, including pledge forms and brochures for all employees
- If you haven’t already, begin sending campaign e-communications and announce the campaign Kick-Off Celebration to all employees
- Conduct a leadership giving campaign — one of the best ways to increase the success of your overall campaign

At Least 2 Weeks Before
- Promote your campaign special events and meetings
- Send a reminder about the upcoming campaign and special dates to keep in mind

During Your Campaign
- Make sure every employee receives materials and has an opportunity to give
- Conduct special events and activities
- Publicize interim campaign results
- Send follow-up emails every few days to keep up enthusiasm and build awareness; include community facts and success stories
- Have fun! Infuse your creativity and build enthusiasm among team members and in no time your campaign will go from good to great!

After Your Campaign
- Wrap-up, collect all pledges and follow up on outstanding pledges
- Calculate results and submit final reports to United Way
- Announce results to your employees
- Thank all contributors with a celebratory event, letter or email
- Debrief with your team and summarize your findings and ideas for next year!

Coordinating a United Way campaign should be fun and rewarding. Because of you, thousands of our most vulnerable neighbors are able to connect with help to improve their lives. Your support and extra efforts are what drives our movement to end poverty forward, and on behalf of those who may never have the chance…we say THANK YOU!

United Way is your local partner to drive measurable, lasting impact that none of us can achieve alone!

Questions? Contact Jennifer Shumpert at 215-665-2480 or email ECC@uwgpsnj.org