**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!

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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
What is the role of an Employee Campaign Chair (ECC)?
As an ECC, you're a key partner in the movement to end poverty. Your leadership in running an effective United Way campaign is paramount to our ability to improve lives and strengthen communities. The campaign will serve as an important opportunity for your colleagues to learn more about local issues, and how they can help break the cycle of poverty that traps our families for generations.

Steps to Planning a Successful Campaign

1. Recruit a Campaign Team
Involve members with diverse skills from multiple departments to join your committee, including younger and newer employees who may be new to the campaign but want to make a difference.

2. Set a Goal
Analyze giving history, assess current workplace dynamics and set aggressive, but achievable, goals. Consider a participation target and an Impact Fund goal. Having shared goals is an important way to increase engagement and participation in the campaign.

3. Create the Plan
Choose a fun theme that connects back to your organization and United Way’s work in the community. From there, create a simple message, outline a plan and think about what success looks like at your workplace.

4. Kick-off: launch the campaign with excitement!
Draw attention to the campaign with an event that brings your campaign theme to life.

5. Ask, ask and ask again!
One of the primary reasons that people don’t give is that they were never asked.

6. Communicate, communicate & communicate more!
Help people learn about our cause and the impact of their gifts. Use multiple communication techniques that you know are effective for your workplace. Emails, voicemails, time on agendas in department meetings, or simply just talking up the campaign around the office, can all be effective ways to spread the word!

7. Engage your team
Volunteering builds team rapport and inspires more connection to United Way’s work in the community. Host a Day of Caring or simply encourage volunteerism through United Way’s volunteer portal at UnitedForImpact.org/volunteer.

8. Thank, celebrate and keep in touch
Thank leadership donors and potential leadership donors to a special breakfast or luncheon with your CEO! Thank them for previous support and encourage them to give generously and help set a strong pace for the campaign. Leaders lead!

Key benefits of being an ECC
➢ Develop and showcase your project management skills
➢ Network with colleagues at various levels of your organization
➢ Take action on important ways you can help your community thrive

Need to take your campaign to the next level? Visit UnitedForImpact.org/toolkit for posters, co-branded digital images and campaign planning materials.

Join the conversation with #UWGODNESS
• Connect with other United Way supporters,
• Celebrate each other’s successes,
• Learn about new ways to connect to our cause!

Fun Campaign Themes:
➢ Get in the Game Team Challenge
➢ United Way All-Stars: Join the A-Team for Impact
➢ Heroes for Change: Featuring superheroes for success
➢ Impactopoly: a fun twist on the game Monopoly
➢ MISSION POSSIBLE: Be A Secret Agent for Impact

Interesting Incentives and Games:
➢ Corporate match
➢ Jeans or Jersey Day
➢ Show Your Spirit Day (College Sports Teams)
➢ Prime parking space
➢ Early Out or Late-Arrival passes
➢ Pizza party
➢ Best Pet Photo contest
➢ Best Mug – HS Yearbook photo match challenge
➢ Putt-Putt Contest in the hallways
➢ Spa Day (host a massage therapist during lunch)
➢ Trivia Challenge via email
➢ Chili Cook-Off or Bake Sale
➢ Themed Basket Raffle

Sweet Thanks:
➢ Candy Grams seat drop – You’re A Lifesaver!
➢ Video message from the CEO or leadership
➢ Breakfast of Champions thank you event
➢ Best Pet Photo contest
➢ Pizza party
➢ Early Out or Late Arrival passes
➢ Prime parking space
➢ Show Your Spirit Day
➢ Jeans or Jersey Day
➢ Corporate match
➢ Gifts of Impact
➢ Heroes for Change: Featuring superheroes for success
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To connect with a United Way representative today, call Jenny Shumpert at 215-665-2480 or email ECC@uwgpsnj.org.