

YOUR CAMPAIGN CHECKLIST

BEFORE YOUR CAMPAIGN

- Meet with a United Way staff member or Loaned Executive.
- Attend a training session.
- Set up a meeting with your CEO or manager to get his or her support.
- Recruit a strong campaign team to help you, representing a wide range of employees.
- Ask a member of senior management to chair your leadership giving efforts.
- Review last year's campaign results, strategies, and recommendations, if any.
- Develop strategies, a timeline, and goals for this year's campaign.
- Reserve room(s) for group meetings and/or special events.
- Visit Campaign Headquarters at unitedwayinc.org to order your materials, secure a speaker for your group meeting and more.
- Consider offering incentives for various levels of giving.
- Develop a communications plan leading up to the campaign to educate, build enthusiasm, and inform your co-workers of key dates/goals.
- Post information on your organization's intranet with a link to unitedwayinc.org.
- Begin your "Best Of" Awards challenge.
- Schedule a volunteer day, *Day of Caring* or Bus Tour for your campaign committee or co-workers.
- Send out endorsement letter(s), e-mail or voicemail from the CEO.

DURING YOUR CAMPAIGN

- Run a separate leadership giving solicitation for those who do or could give \$1,000 or more per year.
- Share campaign information and progress in newsletters, intranet and e-mail.
- Use posters, table tents and other items to advertise the campaign.
- Follow up with anyone who has not turned in a pledge form.

AFTER YOUR CAMPAIGN

- Complete the contribution report envelope and return it to United Way.
- Send out thank-you notes and/or hold a thank-you event to announce and celebrate results.
- Submit your nominations for the "Best Of" Awards.
- Attend the Community Campaign Celebration (location and date to be determined).
- Feel great about your accomplishments! You're leading a movement for real, lasting change.

YOUR GUIDE TO CHANGING THE WORLD AS A UNITED WAY CAMPAIGN COORDINATOR



LIVE UNITED 
United Way
Community Campaign

KEYS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

- » Meet with your **CEO** or management team to establish goals, dates and how they will be involved in the campaign.
- » Recruit a **team** to help you.
- » Create a **plan of action** for your campaign by meeting with a United Way staff member or Loaned Executive.
- » Develop strategies and **goals** based on last year's results and this year's work environment.
- » Visit **Campaign Headquarters** at unitedwayinc.org for lots of materials and ideas you can use to promote your campaign. Be sure to check out the "Best Of" Awards challenge.
- » Order your campaign **materials** and arrange for **speakers** at least two weeks prior to your kickoff date.
- » Hold employee **group meetings** (see "The 20-Minute Group Meeting," right).
- » Run a special solicitation for current or potential **leadership contributors** (those who do or could give \$1,000 or more per year).
- » Ask everyone to return a pledge form whether they are contributing or not.
- » Wrap up your campaign and report your results to United Way.
- » **Say "thank you"** to those who contributed to the campaign and to anyone who helped you coordinate it.
- » Close out your campaign in early November to be recognized at our Community Campaign Celebration (location and date to be determined).

How can you change the world today? As a United Way Community Campaign coordinator, you play a crucial role in providing opportunities for a better life for everyone in our region. With each pledge your co-workers make to United Way *Community Investment*, you help to ensure academic success for children, financial stability for families, and a safety net of health and human services for all of us in 40 towns of central and northeastern Connecticut.

We're here to help you run a great campaign! Please visit Campaign Headquarters at unitedwayinc.org for more resources and information. You'll find sample endorsement and thank-you letters, inspiring stories to share, ideas for special events, and much more.

THE SINGLE BEST WAY

THE 20-MINUTE GROUP MEETING

ITEM	PRESENTER	MINs.
Opening remarks	Campaign coordinator	3
CEO endorsement	CEO/manager	2
Campaign overview	United Way staff/Loaned Executive	4
Campaign video	Coordinator introduces	2
Speaker	Program representative	5
Ask for the contribution	United Way representative	2
Closing comments	Campaign coordinator	2



LEFT: Helping kids succeed in school, helping lower-income families make ends meet, and ensuring a safety net of health and human services for all of us: that's what *Community Investment* is all about.

WHY GIVE TO COMMUNITY INVESTMENT? FIVE QUICK REASONS:

- 1** United Way *Community Investment* is the **most efficient** way to advance the common good. More than 86 cents of every dollar goes directly to proven strategies that improve lives and change community conditions. That's much better than the standard set by the Better Business Bureau (as low as 65 cents).
- 2** Your gift helps to provide a better life for everyone in our region: a quality **education** that leads to a stable job, **income** that can support a family, good **health** and a strong **safety net**.
- 3** Issues such as high dropout rates, financial instability and poor health are complex and **interconnected**. Your gift to *Community Investment* addresses them all at once. You can provide **opportunities** to help your neighbors move from crisis, to stability, to independence—for good.
- 4** Your gift is combined with many others' to accomplish what none of us can do alone. *Community Investment* supports a **network** of programs that make a meaningful, measurable difference in the communities where you live and work.
- 5** You can **choose** how to contribute: by payroll deduction, personal check, direct bill or a gift of stock.

NEED MORE INFORMATION?
CALL US AT (860) 493-6847.
WE'RE HAPPY TO HELP!