



STEPS FOR RUNNING YOUR CAMPAIGN

1

Meet with United Way to start planning!

4-8 Weeks Before Get CEO/management support for the campaign, determine how you will make your campaign fun (use incentives and consider special events i.e. bake sale, raffle, etc.), and decide what your goal is! Pick your campaign dates and schedule presentations from United Way staff and partners. Assemble a team of volunteers and set roles/responsibilities moving forward.

2

Host a fun kick-off event with United Way

Invite employees to a campaign kickoff featuring food, a raffle drawing, an activity, volunteer project, etc. Make sure to distribute pledge forms and brochures to all employees, so that everyone has an opportunity to get involved.

3

Promote your campaign

Publicize the campaign before it starts using flyers, posters, newsletters, staff meeting announcements, etc. Keep the campaign top of mind with your team with reminder emails letting them know how close you are to your goal. Share your culture of philanthropy with the community by posting pictures and updates on social media. Use our customizable online toolkit at united-way.org/campaign-center.

4

Collect all contributions and pledge forms

Consider a final push for employees to turn in their pledge forms. Reach out to donors who contributed in the prior year, but have not yet submitted a pledge form this year, ask them if they plan to renew their pledge. If you allow rollover contributions, send an email asking donors to update their contact information at united-way.org/stay-touch.

5

Thank employees and celebrate success!

Submit the payroll deduction updates to your HR department for processing and then arrange a time for UWEC to pick up a copy of the pledge forms and contributions you collected. Share how much you raised with your employees and on social media. Consider matching your employee gifts with a corporate investment so you can double your impact!

PLANNING YOUR UNITED WAY PRESENTATION

Whether your schedule allows for a full presentation or just a quick overview, United Way Emerald Coast (UWEC) will inspire your colleagues by sharing how you can help us build a healthier, stronger region by giving, advocating, and volunteering. We'll talk about the work UWEC does and how your gifts make a difference right here in Okaloosa and Walton Counties.

25-MINUTE SAMPLE MEETING AGENDA:

Welcome & Endorsement: 5 minutes

Your leadership stresses the importance of United Way to the community and why the company supports United Way.

United Way Overview: 10 minutes

A UWEC representative will give a brief organization overview.

Partner Agency Story: 5 minutes

A UWEC Partner Agency speaker will present a story about a person or family that has benefitted from services provided by United Way. Donors will see how their funds can be used to achieve more impact in Okaloosa and Walton Counties.

Campaign Video: 4 minutes

Closing: 1 minute

Campaign Captain thanks everyone for their time and sets campaign deadlines with the group.

DON'T THINK YOU HAVE TIME FOR AN EMPLOYEE MEETING? THINK AGAIN!

7-Minute Sample Meeting Agenda:

Introduction: 2 minutes

Your leadership introduces the company's efforts for the campaign.

United Way Overview: 5 minutes

A UWEC representative will give a brief organization overview.



EMPLOYEE ENGAGEMENT

Activities and incentives help build excitement, energize individuals, and strengthen overall giving. Consider offering one, or more, of the below incentives with different gift sizes (i.e. employees who give 1% of your paycheck, anyone who turns in their pledge form on the first day, employees who increase their gift by 10%, etc.).

AUCTIONS & RAFFLES



**Coveted
Parking Space**



Tickets
(Local Event, Movie Pass,
or Restaurant Gift Card)



**Coffee for a
Week**

FOOD ACTIVITIES



Pizza Party



Ice Cream Social



**All Staff Day
Celebration**

INCENTIVES



Come to Work Late



Wear Jeans to Work



Extra Day Off