CAMPAIGN STEPS & CHECKLIST!

Follow these easy steps for a successful workplace campaign!
(Bolded items below are in the works; please stay tuned!)

1. Make a Plan:

❑ UWYC encourages electronic giving. It makes it easier for donors to give, and gives YOU quicker campaign results. Reach out to your Corporate Engagement Manager to arrange for easy electronic giving (e-Pledge) no later than 4 weeks before your campaign kick-off.

❑ Determine your campaign timeline and dates for employee meetings. (Campaigns are most successful when kept to two weeks or one payroll period!)

❑ Plan goals (via our Goal Poster), special events, and fun incentives!

2. Start Actively Promoting!

❑ Notify ALL employees *and* retirees to save the date for your campaign kick-off!

❑ Confirm support from all department supervisors and encourage (virtual or in-person) employee meeting participation.

❑ Wear your Live United T-shirt to show your support! Click here to order from the UW Store!

❑ Hang and share UWYC posters. **(Prize Giveaway,** #yorkreads**,** Serving ALICE in York**)**

3. Kick Off Your Campaign!

❑ Use our Sample CEO or Champion Kick-off Letter to kick off your campaign and show Leadership support!

❑ Make sure all employees have access to paper forms or E-Pledge giving options. **(**English pledge form**; Spanish pledge form)**

❑ Conduct any special events/activities and employee meetings (Employee Meeting Guide; Printable "Dressed This Way for United Way" Sticker).

❑ Communicate consistently throughout campaign to keep up enthusiasm using our easy impact videos or graphics. (What A Dollar Buys Flyer)

4. Finalize your Campaign!

❑ Wrap-up, collect all pledges and follow up on outstanding pledges.

❑ Complete and email your CEM the **Campaign Report Form** and include if there are any cash/checks or pledge forms for pick up.

❑ If using e-Pledge, take a screenshot of the campaign thermometer and announce results to your employees, thanking them for their support with a morale-boosting message from your CEO. (Edit our Sample Campaign Thank-You Letter)