



United Way
of the Eastern Panhandle, Inc.

Tips for Running a Successful Campaign

GETTING STARTED

- Schedule a meeting with your company's CEO to confirm campaign goals and objectives.
- Meet with your United Way representative
- Establish a timeline and plan of action for the campaign kick-off and campaign activities
- Schedule a company-wide campaign kickoff meeting
- Request a United Way speaker, if desired
- To make your campaign as easy as possible, recruit co-workers to help you.
- Involve the payroll department to assist in processing the pledges.
- **Visit uwayep.org and click on Campaign Toolkit to check out campaign resources**

CONDUCT CAMPAIGN

- Publicize date of kickoff meeting.
- Distribute campaign materials and host a United Way speaker.
- Encourage leadership giving.
- Show the campaign video.
- Announce Give and Win Sweepstakes and other company incentives.
- Conduct special event fundraisers to increase campaign results and engage employees. Fundraising ideas can be found at uwayep.org.
- Send periodic emails to encourage participation. Templates can be found at uwayep.org
- Keep in touch with United Way of the Eastern Panhandle at uwayep.org and on our social media channels
- Give your own gift – it makes it easier to ask others to do the same

END OF CAMPAIGN

- Collect donor pledge forms and ensure all information is complete
- Complete your campaign by returning pledge forms to United Way office or request pick up
- Announce campaign results
- Thank everyone for participating!