

YOUR CAMPAIGN CHECKLIST

PRIOR TO THE CAMPAIGN

- Meet with a United Way staff member or Loaned Executive.
- Attend a training session.
- Set up a meeting with your CEO/Manager to secure support.
- Recruit a strong campaign team representative of employees.
- Ask a member of senior management to serve as a Leadership Giving Chair.
- 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 the Campaign Headquarters at www.unitedwayofgnb.org for campaign resources.
- Consider incentives for various levels of giving.
- Develop a communications plan leading up to the campaign to educate, build enthusiasm and inform people of key dates/goals.
- Post information on your company's intranet with a link to www.unitedwayofgnb.org.
- Send out endorsement letter(s), e-mail or voicemail from the CEO.

DURING THE CAMPAIGN

- Run a separate leadership giving solicitation for those who have the potential to give \$1,000 or more annually.
- Promote the campaign 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 THE CAMPAIGN

- Complete the contribution report envelope and return to United Way.
- Send out thank-you notes.
- Hold a thank-you event to announce and celebrate results.

**JOIN HANDS. OPEN YOUR HEART.
LEND YOUR MUSCLE. FIND YOUR VOICE.
THIS IS YOUR GUIDE TO LIVING UNITED
AS A CAMPAIGN COORDINATOR.**



**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.** 

KEYS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

- » Meet with CEO or management to establish goals, dates and ways they will be involved in the campaign.
- » **Recruit a team to assist you.**
- » Meet with United Way staff or a Loaned Executive (L.E.) to create a plan of action for your campaign.
- » Develop strategies and set goals based on last year's results and this year's work environment.
- » Order campaign materials and arrange for speakers at least **two weeks** prior to your kickoff date.
- » Hold employee group meetings (see agenda at right).
- » Visit www.unitedwayofgnb.org.
- » Promote the campaign with tools like posters, sample e-mail messages, and endorsement letters.
- » **Run a special solicitation for those who are (or have the potential to be) Leadership Givers at \$1,000 or more per year.**
- » Wrap up your campaign and report results to United Way.
- » Say "thank you" to those who contributed to the campaign and anyone who helped coordinate it.

Living United means working together to reach our mutual goals as a community. And in your role as Campaign Coordinator you are not alone - we are with you every step of the way.

Please visit our Campaign page at www.unitedwayofgnb.org for additional resources and information. Find sample endorsement and thank you letters, campaign logos to download, ways to say "thank you," and special event and incentive ideas.

Can't find what you're looking for? Call us at (508) 994-9625, ext. 18 or email sgonet@unitedwayofgnb.org - we're happy to help!

THE 15-MINUTE GROUP MEETING

ITEM	PRESENTER	MINs.
Opening remarks	Campaign Coordinator	2
CEO endorsement	CEO/Manager	1
Campaign overview	United Way staff/L.E.	4
Campaign video	Campaign Coordinator	5
Ask for the Contribution	United Way representative	2
Closing comments	Campaign Coordinator	1



WHY GIVE? FIVE QUICK REASONS:

- 1** The **United Way Community Fund** is the most efficient way to raise funds to change lives and improve community conditions. Nearly 83 cents of every dollar given goes directly to programs and services.
- 2** Through the Community Fund, United Way has found the **best way** to support health and human service programs in our communities.
- 3** The best way to make the most of every dollar is to choose the **Community Fund**. These dollars support local programs with a proven record of ensuring that children are successful, families are healthy and that a safety net of services is provided for those in need.
- 4** United Way of Greater New Bedford serves residents in New Bedford, Acushnet, Dartmouth, Fairhaven, Freetown, Marion, Mattapoisett, Rochester and Wareham.
- 5** **United Way of Greater New Bedford** is a nonprofit organization that has been raising resources to meet critical needs and create lasting change in the community since 1955. It is one of more than 1,300 independent and autonomous United Ways in the country. For more information visit www.unitedwayofgnb.org.