

A Model Campaign

10 Steps to Employee Campaign Success

- 1** Attend Employee Campaign Coordinator Training.
- 2** Have CEO personally endorse the campaign.
- 3** Recruit a diverse steering committee.
 - Recruit group leaders from all parts of the organization.
 - Steering Committee positions include:
 - Next year's Employee Campaign Coordinator
 - Leadership Giving Campaign Chair
 - Public relations and accounting representatives
 - Use comparison data.
 - Set non-financial goals:
 - Leadership Givers.
 - New givers.
 - Community Care Gift givers.
- 4** Set a challenging goal and communicate it to everyone.
- 5** Hold a separate Leadership Giving Campaign:
 - Select a Leadership Giving Chair.
 - Determine potential Leadership Givers (Annual salary - \$50,000 or more).
 - Create a specific Leadership Giving presentation in line with organizational culture.
 - Recognize Leadership Givers internally.
 - Report Leadership Giving results to TUW.
- 6** Educate employees about Trident United Way:
 - Use communication tools (posters, brochures, etc.)
 - Set up program tours and schedule speakers.
- 7** Make giving easy:
 - Encourage using Payroll Deduction.
 - Create a FUN campaign. Use *incentives*.
- 8** Organize group meetings that ensure 100% of employees are ASKed to give.
- 9** Track progress and follow up on outstanding pledges.
- 10** Report results and say THANK YOU!

Employee Meetings

- Utilize team leaders for meetings in each department.
- Distribute program booklets.
- Use *personalized* pledge forms.
- Present facts about the United Way.
- Use a Trident United Way or agency speaker.
- Announce incentives.
- Emphasize payroll deduction.
- Collect pledge cards at the meeting.
- Set a deadline for those wishing to discuss their gift with their family and get back to them.

Sample Agenda

<u>Time</u>	<u>Program</u>	<u>By Whom</u>
1 min.	Welcome & Introduce Chief Executive	Campaign Coordinator
2 min.	United Way Campaign Endorsement	Chief Executive
5 min.	Explanation of Drive: Employee Campaign Goal Pledge Card Payroll Deduction	Campaign Coordinator
15 min.	United Way information and campaign film	United Way speaker or Loaned Community Exec.
2 min.	Ask for contribution & collect pledge cards	Campaign Coordinator
<hr/> 25 min.		