

BEFORE the Start of the Campaign

- ❑ Share information about United Way's latest work. This can be done by email, during planning meetings, in the break room – anywhere! *
- ❑ If you have the information, thank prior year donors. It is important to acknowledge your employees that have given in previous years. Be sure to appreciate them leading up to the campaign kickoff.
- ❑ Share prior year results. By sharing prior year results and potentially sharing your campaign goal for this year, you are giving your employees something to work toward! If you would like help setting a goal, please speak with United Way staff.
- ❑ Share schedule of activities for upcoming campaign. This schedule will give your coworkers something to be excited about once the campaign starts.
- ❑ Send campaign preview email. *

DURING the Campaign

- ❑ Send campaign kickoff email from your CEO. Go over how to pledge. Send donation reminders. *
- ❑ Send donation/pledge sheet reminders.
- ❑ Offer speakers from United Way. This way, they can see who is doing the work and who is benefiting from the work.
- ❑ Inform about incentives or corporate matching gifts. If your senior leadership has matching programs or corporate gifts, it can make employees want to give more!
- ❑ Tell your employees about volunteer opportunities that will make them feel more connected to the United Way mission. *
- ❑ Send last call reminder email. *

AFTER the Campaign

- ❑ Highlight campaign results. It is good to be proud of all that your employees have raised! Share this number and be sure to thank everyone who contributed.
- ❑ Thank donors for contribution. You may want to host a breakfast for the donors or give them small gifts as a thank you. Whatever you decide to do, make sure you thank them!
- ❑ Send thank you email to your campaign team.
- ❑ Send thank you email to donors on top of other thank you.



Items with a asterisk (*) are available on our website in the campaign toolkit. If there is something not included that you think would be useful for your campaign, let us know and we will try to come up with something to fit your needs.