

CAMPAIGN TIMELINE AND TIPS



1 ENERGIZE

(3-4 Weeks Prior to Campaign Kickoff)

Meet With Your Company's Leadership

- Set campaign dates
- Discuss corporate gift options with your leadership and a United Way representative
- Set campaign goals: dollar amount and participation

Build Your Team

- Recruit 1-2 coworkers from different areas and levels in the company to help with your campaign
- Meet with United Way representative to plan your campaign strategy (e.g. electronic, continuous giving, events, etc.)

2 ENGAGE

(1st Week)

Promote Your Campaign

- Send campaign kickoff letter/email (see toolkit)
- Host a kickoff event (e.g. coffee and donuts or pizza party)
- Encourage partners to talk about the campaign and answer questions for coworkers
- Hold a company volunteer event
- Put up posters (see toolkit), post Facebook status updates, and tweet about your campaign!
- Ask the team to sign up for United Way

3 ASK

(2nd Week)

Fundraise

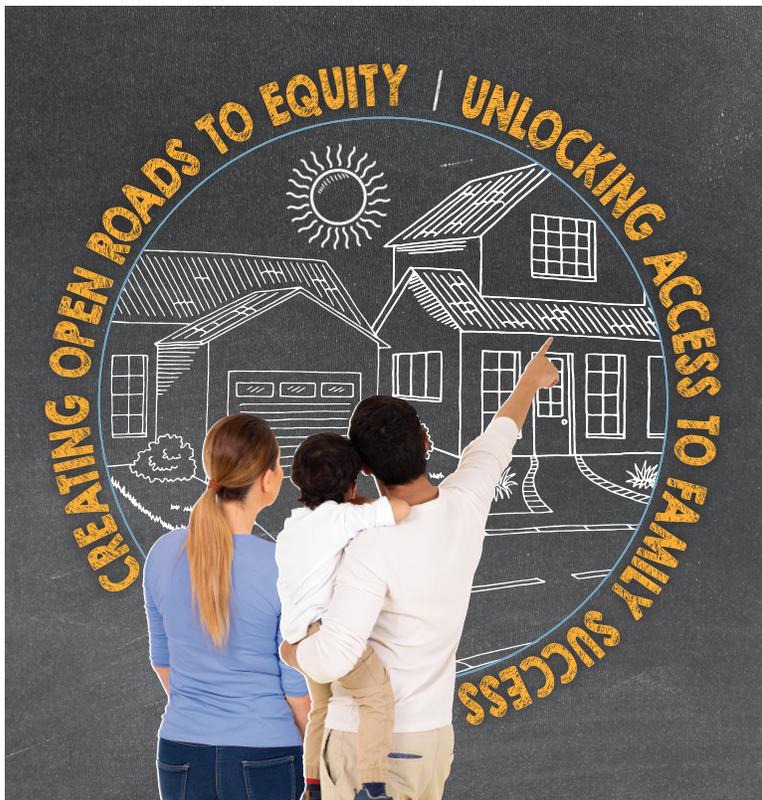
- Invite everyone to give
- Encourage partners to continue talking about the campaign and answer questions from coworkers
- Send emails to update employees on your progress and the importance of their participation (see toolkit)
- Share campaign photos on your social media and tag United Way of Snohomish County

4 THANK

(After Campaign)

Campaign Wrap-Up

- Collect pledges and event dollars, and communicate next steps with payroll
- Thank employees with email or letter and include amount raised
- Thank partners in a meaningful way
- Work with your United Way representative to turn in pledges and event dollars, celebrate success, and make recommendations for next year



United Way of Snohomish County helps to build a community where all families have access to opportunity for generations to come. Your United Way reflects the community it serves, and we are entering the complex conversation around poverty in a more focused way.

Our new, collaborative approach places children birth to age 8 and their families with low income at the core of our work. By focusing on the well-being of both the child and the adults in their lives together, we are creating long-term solutions that will unlock access to family success.

SAMPLE KICKOFF

- 1 Welcome participants and thank them for their attendance**
(Employee Campaign Manager [ECM])
- 2 Briefly explain company priorities and United Way involvement** (Company leadership or United Way representative)
- 3 Show Cami and Tisha video**
www.uwsc.org/tools
- 4 Conduct CORE Conversations**
Break out into small groups to lead a conversation about the video and United Way's CORE collaborative approach
- 5 Answer: Why United Way?** Find the materials provided in the Lead a Campaign online toolkit at www.uwsc.org/tools to help employees understand CORE (ECM)
- 6 Sponsor Volunteer Participation**
Invite participation in the volunteer activities your company is doing. Suggest visiting www.getconnected.uwsc.org for updates on opportunities from local organizations that align with employee interests. Encourage participation in Young Leaders United (www.uwsc.org/YLU)
- 7 Ask everyone to consider a gift to the United Way CORE Fund** (ECM or United Way representative)
- 8 Thank them for their attention and support of the campaign**
(ECM or United Way representative)

United Way
of Snohomish County
www.uwsc.org

