

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 has moved beyond its traditional role of simply being a fundraiser to being a funder, active partner, and convener around intentional collaborative solutions to create lasting community change.

Through our CORE Collaborative approach, we bring together cross-sector partners in innovative ways to remove barriers and help families escape the traps of poverty. Our CORE work is focused on children prenatal to age 8 because the learning, development, and stability of a child's early years is crucial to their success in life.

We believe collaborative solutions for both children and the adults in their lives has the greatest potential to not only meet the needs of families today, but will support the success of the whole family for generations to come.

SAMPLE KICKOFF

- 1 Welcome participants and thank them for their attendance** (CORE Ambassador [CA]).
- 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 (CA).
- 6 Encourage 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.
- 7 Ask everyone to consider a gift to the United Way CORE Fund** (CA or United Way representative).
- 8 Thank them for their attention and support of the campaign** (CA or United Way representative).



A COLLABORATIVE
APPROACH OF



United Way
of Snohomish County