

Start **1** at the top

Get your leadership involved in campaign planning and discuss budgets and potential corporate support. *This is vital for campaign success!



Set Goals **2**

Evaluate your past campaigns, determine where you want to grow this year and set your goals. Why not increase last year's total by 3%?



Plan Ahead **3**

Set your timeline and budget early to make it easier to identify campaign activities and delegate tasks to a committee.



4 Get Help

Recruit a committee to help plan events, coordinate emails, schedule a presentation and think of fundraising ideas.



10 Have Fun!

Get your face messy during the pie eating contest and show off your bowling skills during your United Way bowling tournament. Make sure you (and your co-workers) have fun during the campaign!



STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

5 Get The Word Out

- Share how, where and when to pledge and incentivize giving
- Plan emails from your leadership and co-workers (who want to share) that describe why they donate to GLUW.



9 Thank & Report

Thank your committee, CEO, leadership team and donors for their support and let them know how much you went over your goal (or how close you came!)



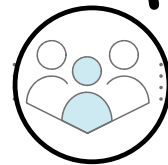
8 Ask

Include leadership, new hires, and staff by providing them with a pledge form or link to pledge online. Worried about asking co-workers to give? Don't forget...you're not asking for you-you're asking for thousands of local people in need.



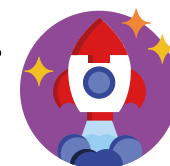
7 Leadership Giving

Recognize your leadership donors with a special kickoff or reception and encourage your leadership-level staff to pledge early to show their support and lead by example.



6 Campaign Time!

Hold a Workplace Presentation and distribute campaign materials and show the video!



Need Help? Contact Kathy Rae at krae@LongviewUnitedWay.org or call 903-758-0191

Greater Longview United Way