



6 Steps to Success

1. Build an Employee Campaign Team

You shouldn't have to do all the work— why not share all the fun? With your CEO's support, select a team of motivated employees to help plan and coordinate the campaign. The number of volunteers you recruit will vary based on the size of your organization and the type of campaign you run. For larger companies who will recruit a big team, our Staff can come in and conduct a short training with everyone.

Who to Ask:

- HR or Employee Relations Department
- Employees who have been helped by UW
- Marketing Department
- CEO Assistant
- Payroll Department
- Department Representatives

2. Develop a Campaign Plan

Now that you have surrounded yourself with support, you are ready to create your campaign plan. Review your three year Company History and Business Plan and Commitment Form with your CEO. Understanding the history allows you to set long term goals and strategies critical to your success.

Strategies:

- Increase Leadership Givers
- Increase the average gift
- Increase participation
- 100% ASK

Goals:

- \$ amount
- % participation

Best Practice In Action:

By increasing your employee participation, you can drastically improve your chances of reaching or exceeding your campaign goal!

Example: 25 new employees that give just one dollar a week (\$52) will add \$1,300!

Meet with your Loaned Account Manager (LAM) or United Way Staff. This person is ready and willing to help you every step of the way. Whether you are a first-time Employee Campaign Coordinator or have been doing this for years, your United Way of Anchorage LAM or Staff is a reliable source for all the information necessary for a successful campaign.



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3. Use United Way's Campaign Resources

Set up a campaign timeline with your team. Here are a couple of ideas to consider:

- A Leadership Breakfast
- A Kick Off event
- Use United Way Giving Guides, pledge forms, posters, and electronic images in emails
- Ask employees who have been helped by United Way to speak
- Sign up for a Day of Caring Project or hold a Food Drive
- Ask your United Way Staff to help you schedule speakers

4. Campaign Completion

Wrapping up your campaign is easy with assistance from your Campaign Team and LAM.

- Collect pledge forms and enter into a spreadsheet for your records
- Complete Award Recognition Form, Payroll Disbursement Form and Corporate Gift Form
- Return pledges and forms to LAM or United Way Staff
- Distribute donor pins
- Return unused materials to United Way

5. Report the results

You've set your campaign goals, executed your plan and completed the paperwork, so now it's time to celebrate your success! Use newsletters, posters, emails, paycheck stuffers, intranet, and pictures of your events to tell employees how much you raised and how much fun you had in the process.

6. Thank and Recognize

These two simple words not only show appreciation, but also set a positive tone for next year's campaign. Here are some ideas that will help you conclude your campaign:

- Send a Thank You e-mail or notecard to each donor
- Post a Thank You in the company newsletter or website
- Host a Thank You event
- Attend United Way's Celebration Event in February