

EXAMPLE OF ONE-DAY CAMPAIGN

Your United Way Campaign Executive can help you plan a campaign that's right for your organization.

Preparation:

- Meet with your Campaign Executive (CE) to plan your campaign and set goals
- Meet with your CEO to get his/her endorsement of the campaign. Find out if s/he is willing to give you a budget or can provide raffle prizes.
- Secure endorsement and involvement of labor representatives for the campaign, if applicable
- Secure raffle prizes. Consider asking vendors and/or employees to donate items if necessary.
- Secure a date and space for your employee rally
- Announce the campaign date a week in advance. Tell employees there will be door prizes and raffle tickets given away at the meeting. Announce your campaign goal.
- Share information via email, newsletter or flyers about what United Way does to improve people's lives in Snohomish County
- Take pictures of your CEO and staff in LIVE UNITED T-shirts
- Put posters in all common area
- Conduct a Leaders In Giving meeting

Day of:

- Hold a half-hour employee rally and make it festive. Have your CEO wear a LIVE UNITED T-shirt, give a brief endorsement of the campaign and publicly announce your goal. Invite your United Way Campaign CE to speak for 15-20 minutes. Provide food if possible.
- Distribute pledge forms at the rally and encourage employees to turn them in at the close of the presentation. Give two raffle tickets to those who turn in their pledge forms at the rally even if they choose not to donate.
- Send an email to staff giving them examples of the change their donations will make in the community.
- End the day with a special treat such as an ice cream bar or social activity.

Wrap-up:

- Visit every employee who was not able to attend the presentation and invite him or her to pledge. Give each employee one raffle ticket for turning in a pledge form, regardless of whether a donation is made.
- Collect and tally all pledges
- Hold your raffle drawing and announce prize winners
- Announce the results of the campaign as soon as possible
- Ask your CEO to send a message thanking everyone for their participation