



United Way
for Jackson & George
Counties



7 Steps to a successful campaign

1 Establish Support From the Top

As Campaign Coordinator, your most important first step is to work with your CEO and demonstrate your company's firm commitment to the campaign and to UWJGC.

Ensure your CEO and top management...

- visibly participates in campaign
- speaks at campaign events

2 Set Goals and Track Results

Set a goal for your company. Track and report results throughout the campaign to build excitement among employees.

Don't forget to...

- set goals within departments, divisions or district offices too
- report goals as soon as possible to UWJGC after completing your campaign

3 Recruit your UW Team

Having a good committee of dedicated volunteers makes the campaign easier to manage and more successful.

When recruiting your team...

- seek individuals who have high energy
- choose employees who share your commitment to strengthen our communities

4 Conduct a Leadership Giving Campaign

Get ahead with your company's UW campaign this year and participate in the Leadership Campaign.

The Leadership Campaign...

- starts prior to the Campaign kick off
- gives you a lead in communicating your UW message to employees

5 Educate Employees

It is important to educate your coworkers about the positive changes UWJGC makes in our communities.

Ways to educate include...

- holding a kick off rally and share a UW video
- have employees tour a UW agency
- visiting the UWJGC website at www.unitedwayjgc.org
- asking a coworker to share their UW experiences
- ask a UW agency representative to visit your company and speak to employees

6 Ask everyone to Give

The major reason coworkers do not give is that they are not asked – so please ask everyone!

- start at the top
- payroll deduction is the preferred method of giving
- include off-site and remote employees
- give retirees the option to participate in giving

7 Say Thank you!

Wrap up a great campaign by thanking all those who helped you accomplish your goal.

A little thanks goes a long way...

- have a "Thank You Brown-bag Lunch" where you provide drinks and/or dessert
- write a personal thank you if possible
- thank employees in your employee news
- have the CEO publicly thank employees in a later meeting
- purchase UW shirts for all donors
- provide a small company trinket as a thank you for all who gave
- put all donors in a drawing for a gift card to extra time off from work

www.unitedwayjgc.org

Thank you!