

12 STEPS TO A SUCCESSFUL UNITED WAY CORPORATE CAMPAIGN

Companies that use the **Twelve Steps to Success** find that their employee campaigns are dramatically more successful. These simple twelve steps constitute United Way's campaign best practices.

1. **GET CEO/PRESIDENT BEHIND YOUR CAMPAIGN.**
2. **MAKE GENEROUS GIVING EASY.** Payroll deduction year round is the best method of giving.
3. **DEVELOP A CAMPAIGN COMMITTEE.** Represent all sections of the workforce (labor, management, salaried staff, hourly personnel, etc.).
4. **SET YOUR GOAL.** Build on prior year's success and look on industry standards to determine goal.
5. **SELECT AND TRAIN SOLICITORS.** One solicitor for every 10 to 15 employees is recommended.
6. **CAMPAIGN MATERIALS.** Campaign DVD, video, Power Point, brochures, posters, pledge cards, pins, etc.
7. **PUBLICIZE YOUR CAMPAIGN.** Develop a theme and communicate it throughout the workforce (e-mail, posters, newsletters, etc.).
8. **HOLD AN EMPLOYEE RALLY OR KICK OFF.** This symbolizes that your company United Way campaign has started and has employees focus on this important community effort.
9. **EMPLOYEE CAMPAIGN.** Via peer-to-peer solicitation or group solicitation, each employee is personally asked to help his/her community
10. **FOLLOW THROUGH AND SAY "THANK YOU."** Follow up to insure everyone has an opportunity to give. Say "Thank You" to all who gave and participated in the coordination and implementation.
11. **BEGIN A NEW HIRES PROGRAM.** As they are hired, give new employees an opportunity to make a payroll deduction pledge.
12. **REPORT ALL CAMPAIGN RESULTS TO YOUR LOCAL UNITED WAY.** Complete the report forms and return all materials, contributions (cash and/or checks) to the United Way office.