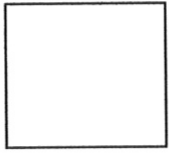


10 STEPS TO CAMPAIGN SUCCESS



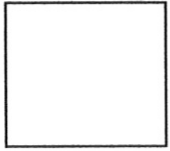


STEP ONE

REINFORCE CHIEF EXECUTIVE'S COMMITMENT TO . . .

- Send an endorsement letter to all employees and make personal appearances at all campaign events
- Provide company time for employee meetings, coordinator training, agency tours or presentations
- Arrange for payroll deduction
- Review past campaign performance



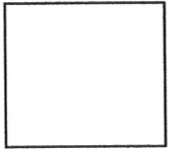


STEP TWO

SET EMPLOYEE GOAL BY TOTALING EMPLOYEE POTENTIAL FOR GIVING . . .

- United Way asks employees to give one hour's pay per month through payroll deduction.
- If 80% of the employees in a company give one hour's pay per month, they will raise 100% of their potential.
- Review awards potential worksheet and post the goal on the thermometer poster



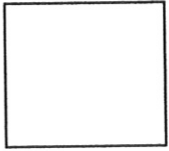


STEP THREE

DEVELOP CAMPAIGN PLAN BY . . .

- Attending a Campaign Coordinator training at United Way
- Preparing a timetable
- Recruiting a team to help promote the campaign
- Ordering materials necessary to run the campaign
- Planning a kick-off
- Providing incentives
- Selecting additional campaign elements
- Gaining CEO approval



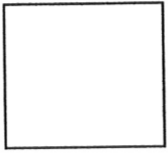


STEP FOUR

INITIATE LEADERSHIP GIVING PROGRAM BY . . .

- Reinforcing CEO's commitment to select top level managers for the Vanguard giving program
- Conducting a separate United Way presentation (guest speakers available) for executives to contribute their Leadership Gift prior to the company campaign kick-off
- Publicizing results of your Leadership Giving Program to set the pace for employee giving



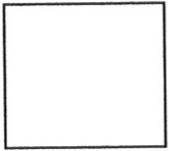


STEP FIVE

DEVELOP A CAMPAIGN TEAM BY . . .

- Selecting key people from all employee groups, including management and labor
- Providing campaigner training to ensure committee members understand United Way and motivate them to participate enthusiastically (United Way can help you with this)
- Planning well before campaign time and assigning specific responsibilities and completion dates
- Preparing a comprehensive events calendar



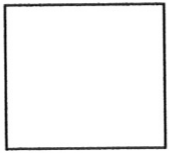


STEP SIX

IMPLEMENT CAMPAIGN PLAN BY . . .

- Personalizing each employee pledge card
- Scheduling employee meetings
- Sending letters to retirees asking for their pledge
- Showing United Way video and providing speakers, tours and in-house displays
- Producing special events which add fun and excitement to the campaign
- Awarding departmental prizes for reaching goals
- Conducting drawings for donors



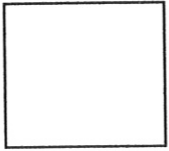


STEP SEVEN

PUBLICIZE CAMPAIGN BY . . .

- In your company newsletter, print a question and answer column, United Way artwork and progress reports/charts/thermometer
- Announcing all campaign events well in advance
- Tracking your company's progress on a thermometer displayed on the bulletin board
- Taking every opportunity to emphasize how United Way benefits the community





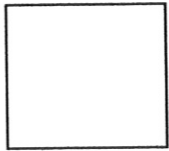
STEP EIGHT

ASK FOR THE PLEDGE BY . . .

- Ensuring everyone was asked to give in a personal, face-to-face meeting
- Requesting pledges while enthusiasm is high
- Complete pledge form at meeting and turning in before they leave (even if they choose not to give)

United Way does not condone any form of coercion. Whether the decision is about giving at all or about how much to give, it should remain personal



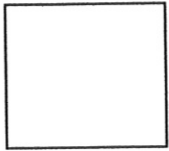


STEP NINE

REPORT CAMPAIGN RESULTS BY . . .

- Notifying United Way of the company's progress
- Advising your CEO and committee of the company's progress
- Posting and updating progress charts
- Announcing your results publicly
- Displaying final results on thermometer posters
- Submitting the final results and report envelope with pledge cards to United Way





STEP TEN

THANK THE EMPLOYEES BY . . .

- Sending a CEO thank you letter to all employees
- Event/party/dinner hosted by CEO appropriate to the employees' giving
- Events should set the stage for next year
- Publishing thank-you messages in the employee newsletter, clipping and posting them on the bulletin board
- Displaying campaign photos and memorabilia
- Attending United Way's campaign celebration



CAMPAIGN COORDINATOR PLANNING CHECKLIST

ACTION	DATE COMPLETED
1 Attend United Way Coordinator training	
1 Obtain CEO's endorsement and support	
1 Set employee goal	
1 Recruit a team to assist with planning	
1 Develop a campaign plan - timetable, incentives, etc.	
1 Develop a leadership giving program	
1 Train team members	
1 Arrange for agency tours or speakers with United Way	
1 Publicize the campaign	
1 Schedule employee group meetings	
1 Send top executive letter to all employees	
1 Conduct leadership giving presentation	
1 Conduct employee group meeting	
1 Report progress to United Way	
1 Submit final report to United Way	
1 Thank team members and employees with events, posters, notes, etc.	
1 Attend United Way's Campaign Celebration	



20-MINUTE GROUP MEETING

This plan will enable you to effectively tell the United Way story and ask for contributions – all in just 20 minutes. Organizations using the 20-minute package have found that employee contributions have increased substantially.

TIME	PROGRAM	BY WHOM
2 minutes	Welcome, Campaign Endorsement, and Introduce Team members	CEO
4 minutes	Hand out personalized pledge cards	Team members
6 minutes	Local United Way campaign video	United Way representative
5 minutes	Local agency speaker arranged through United Way office	Agency representative
3 minutes	ASK them to <i>please</i> give and Collect pledge cards	Campaign coordinator

TIPS:

Providing food/snack is a plus

Collect all pledge forms from both contributors and non-contributors



Employee Meetings OR

“How to get ‘em there and get ‘em in the Spirit”

- Hold United Way meetings on “company time”
- Invite the department or agency head to say a few words in support of the campaign
- Provide refreshments
- Publicize guest speaker’s name in advance
- Have employees turn in completed personalized pledge cards (regardless of whether they donate or not) at the meeting. Personalize prior to meeting. Draw one or several of the cards and award prizes to those employees
- Give away gifts like balloons or key rings to attendees
- Take the meeting to the employees. Instead of having them in a conference room, why not go right out into the work area?
- Arrange to have fellow employees share their experiences with the services offered by participating charities
- Combine the United Way meeting with a regularly scheduled staff or safety meeting, but **not** when you are announcing layoffs or insurance increases
- Hide a prize under one seat. Have everyone check their chairs to see if they have won
- Use a local volunteer to help plan the campaign. They are well-versed in commonly asked questions



MAKE IT FUN!!!

- Ask your United Way office for a list of fun events and ideas
- Use a theme for your campaign
- Post your campaign goal for everyone to see
- Offer low-cost or no-cost incentives
- Do something extraordinary if company-wide goal is reached or exceeded
- Avoid perception of coercion to donate, but encourage 80% participation by employees

