

UNITED WAY CAMPAIGN 101



Information is the key to campaign success! Our United Way staff can tailor a presentation to suit your schedule and needs. Presentations can be anywhere from 3-30 minutes (15-20 minutes is ideal) and can take place at any time, and for any size group.

Please Remember :

Presentations from UWBFC are a way to thank your employees for their support. Giving will increase after having a United Way staff or board member participate in your campaign. We aren't just there to raise funds. We are also raising awareness of the programs available in our community. One of those programs might help your employees. This is a soft ask - we never want anyone to feel pressured.

COMPONENTS OF A SUCCESSFUL PRESENTATION

Schedule a Virtual or In-Person Kickoff

Invite your staff well in advance, send out reminders, and consider incentives to encourage participation.

Prepare Visual Aids for Employees

Make your presentation something that will keep your employees' attention. Get creative!

Welcome – CEO or Campaign Coordinator

Brief opening remarks and introduction. Having leadership express support reaffirms your company's commitment.

United Way Impact – United Way Staff or Board Member

United Way can share information about our work and local impact in the community and answer any questions about how to donate. We're available for in-person and virtual presentations.

Speaker – Partner Agency Representative or Personal Story

One of the most impactful ways to motivate potential donors is to have someone share a personal story. Your staff liaison will be happy to coordinate this through agency partners or donors. Employee testimonials from people who have benefited from United Way's Services is also a powerful story to share.

Wrap-Up – Campaign Coordinator

Make sure to thank everyone for attending and ask coworkers to consider participating. Deliver forms to employees. Provide information on United Way and any company incentives or fun activities. Make sure to share a deadlines and timelines for donations.



ACCESS YOUR TOOLKIT FOR BRANDED
MARKETING MATERIALS READY TO USE

uwbfc.org/bethebridge

10 STEPS TO A SUCCESSFUL CAMPAIGN

1 - Plan

Contact us, we're here to help! Call or email your United Way staff liaison to help you customize your campaign, ask questions and get more resources.

2 - Approve

Get approval from senior leadership on an attainable fundraising and participation goal, staff communications, and schedule for virtual or in-person events.

3 - Assemble

Assemble a team! This is a great team-building project. Meet virtually or in-person to brainstorm, plan, and assign roles.

4 - Brainstorm

Brainstorm the strategies you'll use to reach your goal. Consider in-person or virtual events or challenges to encourage participation.

5 - Assign

Plan and assign roles for announcing your campaign start and end dates, distributing pledge forms or links, any staff events or meetings, and email communications.

6 - Ask

Ask to leverage an existing staff meeting to talk about your local impact and kick-off your campaign. Your United Way liaison can support this effort.

7 - Execute

Provide staff with your donation method: paper pledge forms, a fillable PDF, or an email link to give online. Start with your potential leadership donors (\$1,000+) who can lead by example!

8 - Inform

Inform employees about the issues facing our communities and the impact we can make together. We offer customizable email templates.

9 - Engage

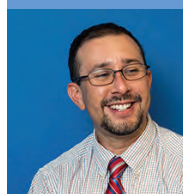
Have fun! Whether it's in-person or virtual, encourage participation and enjoy some charitable team building.

10 - Wrap-Up

Announce the impact made by your colleagues' collective generosity! Thank donors, award any prizes, and remit funds to United Way of Benton and Franklin Counties. You can arrange for pick up or drop off with your staff liaison.

CONTACT YOUR UW STAFF LIAISON USING YOUR CAMPAIGN.

WE ARE HERE TO HELP SUPPORT YOUR IDEAS AND SHARE BEST PRACTICES.



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