

# *Developing Your Campaign Plan*

These are the steps to take in organizing and developing a fun and successful United Way campaign for your organization.

## **Secure Top Management Support**

The visible support of your CEO or organization leader is important to any campaign's success. Ask your top executive to:

- Write to managers announcing your role as Coordinator.
- Appoint next year's Campaign Coordinator to work with you (smooth succession next year).
- Approve time for campaigner training, employee rallies and other campaign events.
- Endorse the campaign personally in a letter or at an employee rally.
- Identify plan for Leaders In Giving solicitation, appoint Leaders In Giving Coordinator.

## **Assemble Your Team**

### **Meet...**

- With last year's Campaign Coordinator to discuss areas of growth and ways to improve.
- With your United Way Loaned Executive to discuss:
  - Three-year history of your employee campaign.
  - Ways to increase the average executive or employee gift, overall participation, union involvement, Leaders In Giving efforts or percentage of payroll deduction.
  - New ways to improve your campaign through training and using United Way campaign materials and speakers.
  - **Ways to increase employee giving to United Way Community Care**

### **Select...**

- A team to help plan and run your campaign.
  - Include people from all levels of your organization.
  - Include your communications person, and invite a union representative.
  - Assign specific duties that use team members' skills, talents, or sphere of influence.
  - Set a schedule for your campaign and plan to meet regularly,
- Solicitors to engage employee participation. These people are very important to the success of your campaign! Solicitors are employees who meet one-to-one with others, ask them to give to United Way and answer questions they may have. For individual solicitations, one person should be recruited for every 10-15 employees. Your Solicitors will need to follow-up with those who are unable to attend rallies or make a pledge commitment at rallies.