



United Way
of Blount County

Steps to a Successful United Way Campaign

Congratulations on being selected as **Employee Campaign Coordinator (ECC)**. Not only are you providing a tremendous service to your company, but your efforts will make a difference — improving the lives and building a stronger community. The United Way staff and Champions are ready to assist in any way possible. We look forward to working together and the success it will bring.

PLANNING YOUR CAMPAIGN

MEET with CEO, Recruit Campaign Committee

Your Campaign Committee can include employees from all divisions and levels at your organization.

CONFIRM Management Support and ask CEO to:

- Help determine campaign objectives and goals.
- Attend employee meetings to make a personal statement of support.
- Provide recognition to Campaign Committee members and write a thank you letter to employees who participate in the campaign.
- Determine amount of corporate match or donation.

ESTABLISH a Campaign Timeline

- Notify Campaign Committee and CEO of dates for United Way events.
- Establish employee campaign meeting dates.
- Schedule speakers from agencies for employee meetings or tours of agencies by contacting your Champion.
- Set campaign end date and schedule a time to submit your final report to UWBC. **Remember the deadline is November 16.**

RUNNING YOUR CAMPAIGN

ENGAGE Employees with Agency Speakers

A great way to engage employees in the United Way campaign is to offer tours of our partner agencies to see firsthand how your investment makes an impact in Blount County.

Agency speakers allow your employees to hear from those providing services. Setting up a speaker is easy. Just let your Champion know the details and it can be arranged.

Testimonials from employees who have either received assistance or volunteered with United Way or an agency are very helpful when educating people about the importance of giving.

PUBLICIZE the Campaign

- E-mails, and employee publications
- United Way brochures and materials
- Incentives to encourage payroll deduction
- Promote Leadership Giving, Emerging Leaders and Everyday Heroes.
- Request a Program Funding brochure to show how campaign dollars are allocated.

CONDUCT Employee Campaign

- 1-2 weeks prior to the campaign, send out the CEO letter.
- Secure incentives for your campaign.
- Personalize pledge cards.
- Schedule and conduct employee meetings or an all-employee kickoff with guest speakers.
- Show the campaign video.
- Follow-up with employees to ensure everyone has the opportunity to give.
- Recognize Loyal Contributors (individuals who have given to United Way more than 10 years).

INFORM Employees about Leadership Giving

- Ask your CEO to personally lead an informational briefing or send a letter explaining Leadership Giving to all employees before the campaign begins.
- Identify Emerging Leaders whose current giving is close to leadership level and encourage them to contribute at the next level, using incentives when possible.

WRAPPING UP YOUR CAMPAIGN

REPORT Results to United Way

- Sign the campaign report.
 - Make all checks to United Way of Blount County
 - Make a copy of each payroll deduction to give to your payroll department.
- You may contact your Champion to schedule a pick-up.

Say THANK YOU

- Report final results and thank employees through department meetings, company newsletter, and/or e-mail messages.
- Distribute CEO thank you letter to all employees and donors.
- Recognize and thank your Campaign Committee.
- Determine amount of corporate match and donation.

BECAUSE OF YOU,

*your leadership, enthusiasm and organization in this campaign, United Way of Blount County is able to help 1 in 3 people right here in our community. We are grateful to all Campaign Coordinators who recognize the significant impact United Way can have when we all choose to **LIVE UNITED**. Thank you!*