

Steps to Success



PLAN

- Meet with your CEO for input and management support
- Recruit a campaign committee with a variety representation
- Establish a timeline
- Secure approval for campaign incentives

LAUNCH

- Schedule campaign kickoff and engage colleagues with agency speakers
- Publicize the campaign using resources in the Campaign Toolkit
www.unitedwayblount.org/campaign/#toolkit
- Promote campaign incentives
- Follow up with colleagues

WRAP UP

- Make copies of all pledge forms. Give originals to United Way, and copies to your payroll department
- Complete the Campaign Report envelope, and schedule a pick-up time with your Champion
- Thank your colleagues, share total raised by the campaign, recognize committee and say “Thank You” again
- Share Dine-Out-Days, Can-Paign Food Drive and other volunteer opportunities with your colleagues.



United Way
of Blount County