

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, and keep in mind your colleagues interests.

LAUNCH

- Schedule a 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 paper pledge forms. Give originals to United Way, and copies to your payroll department. If using the online form, share the spreadsheet with 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.

