



Step by Step Toolkit



CAMPAIGN PLAN

Recruit your team:

- Get in touch with your United Way of King County engagement officer or engagement coordinator (formerly loaned executive) at **206-461-3700** and ask to be connected to them to help you plan and execute your workplace campaign.
- Bookmark uwkc.org/cc for all the campaign resources you need, like email templates, examples of programmatic work supported by campaigns, posters, etc.
- Recruit a campaign committee that can include: People from all departments, labor unions and retiree groups, long-time donors and United Way [Emerging Leaders 365](#) and [Change Makers](#) to your team.
- Ask your United Way staff contact to attend your campaign planning meetings.

Develop a campaign plan:

- Talk to senior-level management about developing a budget for the campaign, speaking and attending campaign events, starting a matching program for employee gifts, and incentives that can increase participation.
- Ask your United Way contact about setting up an online giving portal to give employees a way to donate. (Paper forms are no longer available).
- Plan a campaign kickoff meeting for the first day of your campaign (either in person or virtually) with your engagement officer or engagement coordinator. Including a speaker from United Way of King County is a great way to highlight an example of the work that is supported by campaign donations.
- As a campaign team, create a campaign timeline (usually 1-2 weeks), set campaign goals for donations, and provide opportunities for participation, either virtual or in-person special events.

CAMPAIGN TIME

- Host a kickoff event and invite all staff. Your engagement officer and engagement coordinator can help plan the event. Make sure to organize a speaker to highlight an example of the work supported by campaign donations.
 - Explain how people can participate in campaign activities.
 - Ask everyone to give what they are able and provide them the link to the giving portal.
- Provide regular updates to employees about the progress of your campaign, and United Way of King County [program highlights](#).
- Host engagement events throughout the week. Hold raffles, auctions, contests and other fun activities to increase participation and giving. Your United Way staff can provide some ideas.
- Use social media like [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) to keep it light and reach more people. Use [@UnitedWayKC](#) to connect your tweets, posts and photos to United Way so we can re-post them.
- Get young professionals at your company involved! United Way [Emerging Leaders 365](#) are young professionals who want to have a year of impact. Check out the events, volunteer opportunities and other resources.
- Encourage and provide incentives for [Change Maker](#) donations at the \$1,200+ level. Donations at this level will be recognized in the community and give donors unique opportunities to learn about solutions to community problems and celebrate their generosity.
- Make a personal gift to United Way, and encourage your team to give too. It's easier to ask if you've already given!

CAMPAIGN WRAP UP

- Schedule a wrap-up meeting with your United Way contact to evaluate the campaign and deposit special event donations.
- Announce and celebrate the campaign results.
- Report final totals to your employees.
- Thank everyone.
- Congratulate yourself and your committee for a job well done!