

GET STARTED

GET CONNECTED

- Attend a free Campaign Coordinator training.
- Contact your United Way staff person to learn how we can assist you.
- Bookmark uwkc.org/cc for all the campaign resources you need.
- Get in touch with other companies in your industry that run campaigns. Ask questions and brainstorm ideas for successful and fun events.



GET STARTED

RECRUIT YOUR TEAM

- Ask your United Way contact for suggestions on approaching senior-level management for support.
- Talk to senior-level management about developing a budget for the campaign, speaking and attending campaign events, and starting a matching program for employee gifts.
- Recruit a campaign committee that includes people from all departments, labor unions and retiree groups. Encourage your team to attend Campaign Coordinator training with you.
- Recruit colleagues with influence, long-time donors and colleagues who frequently step up to help with community-related tasks.
- Ask your United Way staff contact to attend your campaign planning meetings.

TALK IT UP

DEVELOP A CAMPAIGN PLAN

- Create a campaign timeline.
- Set campaign goals, including a targeted percentage of leadership donors.
- Get tons of resources at uwkc.org/cc, such as email templates, educational games and tangible examples of what your donations are helping to accomplish.
- Consider incentives that can increase participation.
- Delegate responsibilities to your team members.

GAME ON:
TIME
FOR FUN!

MAKE IT FUN

- Download games for your campaign events at uwkc.org/cc.
- 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.
- Get young professionals at your company involved! United Way Emerging Leaders are people in their 20s and 30s who want to have a year of impact. Check out the events, volunteer opportunities and other resources at uwkc.org/emergingleaders.

GAME ON:
TIME
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MAKE THE ASK

- Make a personal gift to United Way, and encourage your team to give too. It's easier to ask if you've already given!
- Encourage leadership giving, at the \$1,000+ level. At just \$20 a week, you can make a difference in the lives of many, all year-round.
- Host a kickoff event and invite all staff.
- Personally distribute pledge forms and donor brochures.
- Ask everyone to give.
- Explain how people can participate in campaign activities.
- Tell employees when the campaign ends and where they can return forms.
- Provide weekly updates to employees about the progress of your campaign.

FINISH IT
UP

CONDUCT A THOROUGH CAMPAIGN WRAP-UP

- Collect pledge forms and donations from employees.
- Schedule a wrap-up meeting with your United Way staff person to complete all paperwork.
- Report final totals to your employees.
- Thank everyone.
- Congratulate yourself and your committee for a job well done.