

1-Week Campaign Plan

MONDAY

Campaign Kick-off

A virtual or in-person kick-off event builds awareness, excitement and sets the tone for your campaign. Campaigns with kick-off events have proven to raise more dollars in support of our community. Don't forget to have a senior leader present at the kick-off to endorse the campaign. TIP: End your event with a call to action and instructions on how to donate.

Share the Work of United Way

Inspiring others to participate in your workplace campaign begins with understanding the issues that affect our community and how United Way is committed to helping people and families across our region build better lives—both today and in the future.

Send Campaign Launch Email

A key ingredient to getting people involved in your United Way campaign is appealing to both the rational and emotional sides of the brain. United Way marketing materials will help you strike that winning balance and meet your fundraising goals. Use these materials to send invitations and teasers for the upcoming campaign and kick-off events. TIP: In your email motivate your employees by including a corporate match, early bird draws or incentives for Leadership Giving (individual gifts of \$1000 or more) to encourage donations.

Invite United Way Speaker

Hearing a personal story from a United Way Speaker is an excellent way for employees and donors to learn how donations are used to build a better, stronger future for our community. Our speakers are available to virtually attend meetings, lunch and learns, campaign kick-off, fundraising events, etc. You can see more great stories and videos on our website!

TUESDAY

Send Campaign Reminder Email #1

Use Campaign Reminder Emails to keep the campaign top of mind and to share information on the issues facing our communities, and how United Way's work is positively impacting our communities.

Organize Volunteer Activity

Immerse your employees in the important issues facing our community through United Way speakers, volunteering (available virtually and for small groups), online tours and facilitated activities like Make the Month that can be arranged and facilitated by your United Way staff partner.

WEDNESDAY

Host An Event

Many fun activities can work virtually and in-person, like spelling bees, bingo, trivia, virtual walk/runs, talent shows, dance parties and raffles. Don't forget a gaming license for anything that involves alcohol or gaming. TIP: Run special events after employees have had the opportunity to make their pledge. The average individual donation raises more money than donations to special events. Check out our Virtual Events guide for ideas to get you started.



Face-To-Face: Ask for Donations

Make it personal: Your committee should reach out to employees 1:1 (or in small groups) to speak about United Way's impact and make a personalized ask to give. The number one reason people do not give is because they are not asked. Please ask everyone. Encourage colleagues to consider increasing their gift by 5-10%. Incent giving by promoting a corporate match, early bird draws or incentives for Leadership Giving (individual gifts of \$1000 or more). Work with a United Way staff partner to set up your giving platform or giving communications. Remind employees where they can donate. Ensure information on how to give is provided through multiple channels (reinforced through email, intranet and meetings).

THURSDAY

Send Campaign Reminder Email #2

Use Campaign Reminder Emails to keep the campaign top of mind and to share information on the issues facing our region, and how United Way's work is positively impacting our communities

Host An Event

Many fun activities can work virtually and in-person, like spelling bees, bingo, trivia, virtual walk/runs, talent shows, dance parties and raffles. Don't forget a gaming license for anything that involves alcohol or gaming. TIP: Run special events after employees have had the opportunity to make their pledge. The average individual donation raises more money than donations to special events.

FRIDAY

Wrap-Up & Say Thank You!

Hold a virtual or in-person wrap-up event to announce your organization's achievement (financial and participation goals), recognize key supporters and thank volunteers. TIP: Have a United Way Speaker as part of your Wrap-Up event.

Send Thank You Email

Send a Thank You Email to your colleagues recognizing them for their generosity and the impact their gift will make to the most vulnerable in our community.

Remit Funds

All money received through your workplace campaign should be collected, counted and remitted at the end of your campaign and in adherence with United Way's policies regarding financial best practices. Should you have any questions, don't hesitate to reach out to your United Way staff partner.