



United Way of
Staunton, Augusta
County & Waynesboro

Campaign Game Plan

Thank you for joining the fight for education, financial stability, and health of every person in our community. We're here to help you have a great United Way campaign. Here are some steps to get you started.

Meet With Your United Way Staff ___/___/___

- Discuss educational activities and solicitation methods.
- Get supplies for your campaign.

Secure Support from Company CEO ___/___/___

- Determine a corporate match or donation.
- Form a budget for incentives, donor recognition, and meeting refreshments.

Organize

**Recruit a team
to help you lead
your campaign**

Recruit a committee ___/___/___

- Include reps from each department.
- Assign roles and responsibilities.
- Educate your committee on United Way.
- Schedule committee meetings and invite your United Way Staff.

Make a Plan ___/___/___

- Review your campaign history and set goals. Your United Way Staff can help you. Share your goal with your CEO.
- Establish a timeline for your campaign. Set dates for the kickoff meeting, a volunteer opportunity, leadership giving meeting(s), and a campaign celebration.
- Create a theme with activities and incentives.
- Personalize pledge cards before employee meetings. Your United Way Staff can help.

Energize!

**Build
excitement and
awareness**

Promote Your Campaign ___/___/___

- Ask your CEO to send an email of support to staff.
- Hang campaign posters around your company.
- Announce campaign schedule and activities.

Host a Volunteer Opportunity ___/___/___

- Host a volunteer opportunity that engages employees in United Way's work in the community. Ask your United Way Staff for help planning this project.

Engage
Show your employees how their support leads to a stronger community

Host a kickoff ___/___/___

- Host a kickoff during a regularly scheduled staff meeting and announce your goal.

Encourage Giving ___/___/___

Contributing is a personal matter and should be kept confidential.

- Make the ask. The number one reason people say they don't give is that no one asked them.
- Offer incentives or matches to encourage participation or increased gifts.
- Promote the ease of giving through payroll deduction.
- Ask for pledge forms to be sent by a certain date. ___/___/___ . Send reminders as the date nears.

Highlight Leadership Giving ___/___/___

- Host a special meeting for employees to learn about Leadership Giving.
- Ask your United Way Staff to schedule a volunteer to speak and make the ask.

Show Your Support ___/___/___

- Include the United Way SAW logo on your website and social media presence to let the community know you are committed to giving back

Stay Connected

- Encourage your employees to keep us with us year-round by following UWSAW on social media. You can find us on Facebook and Instagram @unitedwaysaw
- Tag us when you share photos of your campaign on social media so that we can celebrate with you!

Follow Up ___/___/___

- Follow up with employees who did not attend the kickoff or return their pledge card.
- When meeting one-on-one, share why you contribute and how United Way is meeting local needs. Ask the donor if they have any questions. If they have questions you aren't able to answer, ask your United Way Staff to help you follow up.

Appreciate

Let them know
how much their
support means

Celebrate Your Success ___/___/___

- Hold a celebration event (ice cream social, pizza party, etc.) to announce your results and thank your donors. Every campaign is worth celebrating!
- Share the success of your campaign on social media. Be sure to include photos and to tag us in your posts.

Say Thanks ___/___/___

- Thank your CEO and management for their support of the campaign.
- Recognize and thank donors and committee members. A note or treat left on their desk is a great way to let them know their support is appreciated.

Report Your Results ___/___/___

- Complete your report envelope. Call the United Way Staff to pick it up or drop it by the Office if that is easier.

Finalize

Wrap it up!

Reflect On Your Campaign ___/___/___

- Jot down a few notes for next year's committee. What worked? What didn't?
- Hold a debrief meeting with your committee. Give the opportunity for others to share their thoughts and evaluation. It is never too early to begin brainstorming for next year's campaign!
- Document your budget, campaign results, those interested in volunteering and any feedback you received.

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