

10 Steps to Success!

1. Get support from the top
2. Recruit Your Team
3. Review Your History
4. Set a Goal
5. Set a Date
6. Spread the word
7. Hold a Meeting
8. Follow Up
9. Report Results
10. Say Thanks!

Thank you for agreeing to join the United Way family by running an employee campaign at your workplace! Hopefully this information will be helpful as you increase awareness within your organization of the United Way for Cortland County mission and how everyone can help make a difference!

Our mission: to build a stronger community by investing in agency programs that help people improve their lives by providing health and human services.

Good Luck! Please contact us with any questions or concerns. We are always here for your support!

Step 1: Get Support from the Top

The support of your CEO, Executive Director, or other top management is very important to the success of a United Way workplace campaign.

Methods:

- Ask your CEO to send a personal memo or email to employees asking for their support of the campaign.
- Get permission for special incentive programs within the workplace—lunch with the boss, privileged parking spaces, pizza party, etc.
- Have your CEO speak at a staff meeting about the importance of giving to United Way.
- Explore the possibility of a corporate match to encourage employee participation.

Step 2: Recruit Your Team

You will need help spreading the word at your workplace about the United Way and in getting people involved and excited about contributing. Depending on the size of your organization, recruit enough people to help you so that you don't feel overwhelmed with the task of running a United Way campaign.

Step 3: Review Your History

We will provide you with your company's history of employee and corporate giving. If this is your first year running the campaign, follow up with the people who have run the campaign in the past for some advice about what has been successful as well as areas that might need improvement.

Step 4: Set Your Goal

Using your campaign history, set a company goal for what you would like to achieve:

Example - *Increase Number of Donors by 50%*
Achieve 100% participation
Increase Total Raised by 10%
Etc.

Step 5: Set Your Dates

Your campaign should run for approximately one week.

Schedule special events, if possible, during the campaign to get people involved and aware.

Examples - lunch parties, company picnics, carnivals, bake sales, talent shows, costume contests, etc.

Schedule a date for your United Way Campaign Meeting. Schedule an Agency Speaker to come in and present to staff.

Set a specific date for people to get their pledge cards turned in.

Step 6: Spread the Word

Post signs and thermometers, send emails, insert flyers with paychecks, place table tents in break rooms, etc.

Let people know that the United Way campaign is coming, and get them excited about it!

Step 7: Hold a Meeting

Bring everyone together for a group meeting:

1. Explain why it is important to give to United Way (give factual information provided by us about how many people in Cortland County are helped and how.)
2. Show a United Way video
3. Present an Agency Speaker
4. Ask your CEO or other top management to share their endorsement of the United Way for Cortland County.
5. Explain the incentive program and the pledge card. Also, explain the different ways in which people can contribute (cash gifts, they can be billed, or through payroll deduction.)
6. Hand out the pledge cards. If people do not fill in their pledge cards then, give them a deadline of when you would like them turned in. It is very effective to personalize each pledge card with a label of the employees name and address or department. This makes people feel more a part of the campaign and therefore more likely to give. Also, please ask that all pledge cards be turned back in, even if they choose to give \$0.

If holding a company wide meeting isn't possible, try to meet with smaller groups or talk to people one on one about a United Way donation. This is where it would be helpful to have a team of volunteers.

Step 8: Follow Up

1. Collect all pledge cards, even from those who chose to give \$0.
2. Direct people to the United Way website (www.cortlandunitedway.org) where they can learn the ways in which their gift is making a difference in Cortland County.
3. Also, if people have any questions that you are unable to answer, tell them they can call the United Way office (756-5639) or email staff@cortlandunitedway.org

Step 9: Report Results

1. Contact your account manager or United Way staff when your campaign is complete and we will come to collect your envelopes.
2. Please include all pledge cards. In order to qualify for the Gas and Grocery Giveaway all entry stubs must still be attached to the pledge card. Please also include a listing of all contributors and their pledges and methods of payment on the Campaign Summary Sheet.
3. Please return any unused materials, and any UW videos.

Step 10: Say Thanks!

Report Campaign Results to employees and say thank you to everyone who contributed. You can do this through email, memo or by hanging up signs around your workplace.

Thank you for all your hard work!