

SEVEN STEPS TO A SUCCESSFUL CAMPAIGN

Campaign fundraising is crucial to United Way of Eastern LaSalle County's ability to build a circle of services that makes our community strong and healthy. To ensure that your role as an Employee Campaign Coordinator is as easy and successful as possible, we've designed "Seven Steps" to guide you through the process.

STEP #1: BEGIN WITH TOP MANAGEMENT SUPPORT

- ✓ Confirm whether your organization will be giving a corporate gift (if applicable).
- ✓ Ask CEO to write a letter endorsing the fundraising campaign.
- ✓ Request management to make appearances at rallies and presentations.
- ✓ Request time and budget for campaign-related meetings and activities.
- ✓ Conduct campaign briefings for management.
- ✓ Ask management to appoint a Leadership Giving Chair to solicit gifts of \$500 or more.

STEP #2: DEVELOP A STRONG CAMPAIGN TEAM

- ✓ Include United Way Representatives on your team. They can offer ideas, train team members, provide campaign supplies, request agency speakers, make presentations and much more.
- ✓ Recruit campaign team members from all lines, levels and locations.
- ✓ Assign roles and responsibilities to team members (*when applicable*).
Solicitation Coordinator
Communication / PR Coordinator
Special Events Coordinator
Leadership Giving Coordinator
Organized Labor Representatives
Account Reps. to process pledge cards
Administrative Support
- ✓ Recruit one solicitor for every 10 – 20 employees for peer to peer solicitations.
- ✓ Ensure you and your team know United Way's role in the community.

STEP #3: PLAN & PREPARE FOR THE CAMPAIGN

- ✓ Develop a detailed plan and timeline.
- ✓ Review results and activities of last year's campaign to find out what worked and what did not work.
- ✓ Set goals and track results. Setting goals based on employee participation and average employee gift is a great way to motivate employees.
- ✓ Determine solicitation approach: Peer-to-peer approach is more personalized, while soliciting a group let's you reach large groups of people at one time. Both work best when used together.
- ✓ Talk with your UW representative about implementing a New Hires and/or Retirees program.



STEP #4: PROMOTE UNITED WAY OF EASTERN LASALLE COUNTY

- ✓ Utilize UW brochures, posters & videos (see "2004 Campaign Tools Available" guide for more information).
- ✓ Integrate technological resources such as intranet, e-mail and/or voice mail.
- ✓ Spread the UW message in newsletters, desk drops and with paychecks.
- ✓ Distribute management campaign endorsement letters.
- ✓ Don't forget year round communications. Your United Way rep. can keep you supplied with brochures, success stories, speakers, tours and volunteer projects all year long.

STEP #5: MAKE THE ASK

- ✓ Strive to ask 100% of employees and retirees.
- ✓ Ask for Leadership Gifts from select employees.
- ✓ Use United Way pledge cards.
- ✓ Educate employees about the ease of payroll deduction.
- ✓ Let employees know about the giving levels and awards.
- ✓ To avoid duplicate solicitations, encourage all employees to return their pledge cards whether they give or not.
- ✓ Remember to communicate that giving to United Way is a personal and voluntary decision. Pressure, whether real or perceived, can hurt the employee and the United Way cause.

STEP #6: REPORT RESULTS & EVALUATE CAMPAIGN

- ✓ Reporting your results to your United Way rep. is vital in allowing UW to budget resources for our family of funded agencies.
- ✓ Periodically tally pledges and forward checks and cash to your United Way Representative.
- ✓ Once the campaign is complete, promptly submit your Final Campaign Report to your UW Rep. and report results to employees.
- ✓ Submit the names of employees who qualify for Leadership Giving or Campaign Awards so they can be recognized in our annual directory.
- ✓ Meet with your United Way of ELC representative to review successes and challenges in anticipation for next year's campaign.

STEP #7: SAY THANKS

- ✓ Everyone likes to be thanked, so please be sure to send all donor information to the United Way of ELC office.
- ✓ Thank employees in a personalized letter and/or newsletter.
- ✓ Utilize United Way thank you cards.
- ✓ Hold an event to thank your employees.
- ✓ Send a special "thank you" to the Leadership Givers.
- ✓ Give special thanks to your campaign committee members and volunteers.





United Way of Eastern LaSalle County at a Glance

The Four Most Important Points About United Way of Eastern LaSalle County

If you say only 4 things about United Way of Eastern LaSalle County to a friend, co-worker, or any potential donor, say.....

1. United Way of Eastern LaSalle County does much more than collect and distribute funds. It unites people and resources necessary to help Eastern LaSalle County's most vulnerable citizens become and remain self-sufficient.
2. Your gift stays in your community. We are proud of our heritage and the dedication our community has shown to our family, friends and neighbors in need. Since beginning in 1938, our local United Way has raised nearly \$10 million.
3. Efficient & Effective – investing your gift where it will do the most good for the most people.
4. Low Fundraising Costs – much lower than most charities. 85 cents of every dollar is invested in our community.

How To Reach Us

If you have questions about United Way, please contact us by:

PHONE815-434-4003

FAX815-434-4088

EMAILunitedway@theramp.net

WEBwww.unitedwayelc.org