



**United Way  
of Chester County**

# **CAMPAIGN CHAIR GUIDE**

# United Way is Advancing the Common Good.

Advancing the common good means creating opportunities for a better life for everyone in Chester County. It is less about helping one person at a time and more about changing systems to better help all of us. United Way advances the common good by supporting the building blocks for a better life - education, income, health - and our goal is to create long-lasting changes by addressing the underlying causes of problems.

Living united means being a part of that change. It's the idea that we are all connected and interdependent; the idea that we all win when a child succeeds in school, when families are financially stable, and when people are healthy.

**Give. Advocate. Volunteer. LIVE UNITED**

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# Why Invest in Your Community?

**We don't just fund agencies.**

**We bring together community resources.**

**We get to the heart of community issues.**

## Strategies for Change

Each year, hundreds of volunteers from all sectors of Chester County analyze, evaluate and develop recommendations to address strategies that will improve lives and create sustainable and meaningful changes in community conditions in order to advance the common good. Multiple methods are in place to institute the needed changes.

## Community Impact Teams

Community Impact Teams are a primary vehicle for mobilizing the Chester County community and for integrating the full potential of resources and assets in accomplishing the mission of each Impact Area. Each team brings together volunteers from businesses, nonprofit agencies and service providers, local government, and faith based organizations from all over our community. These volunteers are engaged on a year-round basis to work on addressing our Impact Areas. We charge each team to develop comprehensive solutions that reduce or eliminate the core issues in each area to achieve measurable outcomes improving the lives of residents in need.

## Outcome-Based Measurement

United Way only funds programs that demonstrate positive outcomes in alignment with strategies that address identified community needs.

Funding is one aspect/component of impacting the community. To receive funds, agencies must meet stringent membership requirements and provide documentation that programs are capable of advancing UWCC's established priorities. Funds are allocated through performance-based one-year contracts to programs with measurable outcomes.

## Accountability Through Training, Reporting and Education

By providing outcome-based measurement training and requiring outcome-based measurement reporting we have:

- Increased the internal capacity of agencies to assess whether their services are providing a benefit to the client and/or the community. This on-going assessment provides continuous quality improvement of service delivery.
- Facilitated an allocation process to fund programs with demonstrated and measurable outcomes.
- Assessed the alignment of programs and their impact with UWCC prioritized Impact Strategies.
- Determined a baseline within each impact area, to avoid duplication, identified gaps in services as well as best practices which are reported to the community

## Community-Wide Initiatives

United Way of Chester County focuses our time and energy towards addressing the root cause of urgent community needs. The objective is to mobilize community resources around emergent issues to improve conditions and create sustainable change. Current initiatives include:

### Financial Stability Partnership

The Financial Stability Partnership of Chester County is a collaborative effort between county, state, nonprofits, businesses, financial institutions and private citizens sponsored by United Way of Chester County and managed by Community Impact Legal Services. Consumers and service providers need coordinated and comprehensive guidance to access the best suited financial stability services in Chester County. The Partnership provides cohesion and coordination of the financial stability network including:

- Financial education, planning and awareness
- Asset building and protection
- Savings and money management programs

- Credit repair and debt reduction
- Accessing public and employer benefits
- Workforce development
- Housing counseling

The goal of the partnership is to improve the financial stability/quality of life of Chester County residents as a result of their ability to access and maximize individual financial resources as well as services available in the community that will:

- Eliminate economic disparity
- Reduce debt
- Decrease bankruptcy filings
- Increase assets and savings

### Share the Warmth

Share the Warmth is a home winterization project created by United Way of Chester County to bring attention to a core housing-related problem. Due to limited resources, many families are forced to choose between basic needs or keeping themselves warm and safe in the winter. Share the Warmth coordinates local service agencies to provide home improvements and services that allow families to keep their homes safe and warm while maintaining homeownership and obtaining basic necessities.

### Early Childhood Education and Youth Development Initiatives

Early learning and quality childhood education is the cornerstone of our children's success in school, work and life and impacts every sector of our community. Every dollar spent in Early Education is a savings of \$12 in services later in life. Still, many factors continue to prevent children in our community from gaining access to these critical services. United Way of Chester County is committed to building a network of services and working collaboratively with other community groups to remove barriers and ensure that children of all ages have access to the resources required to support healthy child and youth development.

## IMPACT STRATEGIES

Our goal is long lasting change that prevents problems from happening in the first place. Here in Chester County, we're focused on critical issues like:

### EDUCATION

- Readiness to succeed in school
- Supporting school success & academic achievement
- Productive & engaged young adults
- Building the capacity of parents & caregivers to ensure nurturing environments for children & youth

### INCOME

- Breaking the cycle of poverty
- Increasing self-sufficiency
- Achieving greater financial stability through increasing income, building savings, and gaining & sustaining assets
- Creating financial literacy

### HEALTH

- Increasing access to treatment & services
- Basic health care coverage & prevention
- Promoting nutrition, screening, prevention, intervention & educational strategies that help strengthen individuals & families
- Healthy youth & adults
- Maternal health & infant well-being
- Maintaining independent living

## **Capacity Building and Community Partnerships**

Changing lives and community conditions takes a concerted and coordinated community effort. UWCC takes an active role in community development and networking where needed. Below are some examples of how we accomplish this.

### **Days of Caring**

UWCC Volunteer Center assesses the needs of non-profit organizations and matches volunteers from all sectors with appropriate projects. Each year corporations, schools, families, churches and civic groups engage in community service activities to help and support non-profit agencies in activities ranging from therapeutic swimming with preschoolers to database analysis and other IT work to construction of affordable housing.

### **Chester County Leadership Connection**

A partnership of UWCC, West Chester University and the Chester County Chamber of Business and Industry, CCLC is specifically designed to educate, inform and guide local corporate and community leaders to placement on non-profit boards of directors. These placements build a strong foundation for excellence in education, community services, cultural institutions and government entities, and can take agencies to a higher level of accomplishment in qualitative and responsive social services. Seminars are taught by field experts in subjects including principle-centered leadership, strategic planning, board governance, board fiduciary responsibility, fundraising, non-profit fiscal management, public policy/advocacy and diversity.

### **Community Partnerships**

UWCC participates in a variety of community coalitions and events in an effort to address targeted community needs. Through these activities we are able to join many community partners and work collectively towards a common goal. These endeavors provide an avenue to build invaluable relationships, understand complex community issues and enhance awareness. Our involvement helps us to assess community conditions and gaps in services, learn about valuable

services and leverage resources appropriately.

## **Public Awareness and Advocacy**

Educating the community on needs, working together to create new strategies, and advocating for change on the local and national level is necessary to move our community forward. UWCC has hosted several legislative breakfasts and events to educate community and government leaders about important issues within our community.

## **Community Impact Fund**

Contributions to the Community Impact Fund provide funds for services that have documented success in our community and are not designated to a specific agency or to another United Way. Our volunteer teams, with approval of our board, direct these funds to programs best suited to solve the most critical community problems targeting specific priority needs and strategies. These funds are an investment in your community that produces results - results that make lasting changes in people's lives and advance the common good.

# Resources for Your Campaign

How will you manage to run a successful campaign and still do your job at the same time? Relax. Help is on the way! Your greatest resource during the campaign is your United Way partner, who can provide you with resources that will make your experience as campaign chair easy, fun, and rewarding. Your United Way representative is also eager to help plan your activities, train campaigners, obtain materials, and report results. Any of the following resources are available upon request.

- **United Way on the Internet**

If you are looking for more resources to help you manage a successful campaign, visit [www.uwconline.org](http://www.uwconline.org). Information about United Way of America can be found at <http://national.unitedway.org/>

- **Help for Your Campaign**

This guide includes a variety of sample letters, e-mail & voice mail messages, and meeting agendas. Information sheets targeting a specific audience, relating profile stories that put a human face on donors' contributions, answers to frequently asked questions, or a listing of funded services are available by request and can be tailored to your needs.

- **Logos and Photos**

A set of standard United Way logos or other graphics are available for use. Photos and other image formats are available by specific request.

- **Campaign Videos**

You can borrow short videos on VHS or DVD that are appropriate for campaign kickoffs, employee group meetings, campaigner training, and leadership giving solicitation.

- **Agency Speakers, Tours, and Displays**

Ask your United Way partner to coordinate speakers from a United Way-supported agency or special project, or arrange for a tour of a local agency. Your United Way representative can provide informational displays for you to exhibit at your kickoff events.

- **Campaign Posters**

Display campaign posters to raise awareness and generate support for the campaign. Hang them in common areas such as lobbies, elevators, lunchrooms, and break rooms.

- **Merchandise Catalogue**

An array of United Way incentives and awards is available for purchase. Request a catalog from your United Way representative or visit [www.unitedwaysupplies.com](http://www.unitedwaysupplies.com)

# Steps to Running a Successful Campaign

## 1

### Involve Your CEO & Get Support from Company Leaders

- Discuss your campaign with your CEO to obtain necessary approval for your campaign team and ideas such as day-off incentives and special gifts.
- Schedule a company wide kickoff and a leadership giving meeting. Encourage your CEO to attend and address employees. His or her attendance is a strong endorsement.
- Ask your CEO to send a letter, voicemail, or an email message to all employees. When he or she invites them to join in a response to the needs of the community, the message is a powerful one (see samples on pg. 13).

## 2

### Recruit a Campaign Team

To make your campaign as easy as possible, recruit co-workers to help you. Be sure to include people who are enthusiastic and have a good relationship with their colleagues. Include representatives from your management team to assist in soliciting management; communications department to help promote the campaign through company communications, newsletters, and events; payroll department to assist in processing the pledges and providing up-to-the-minute results and reports on your progress; and, if applicable, gain Labor Union support to assist in formulating strategies and communications that appeal to labor. Try to make sure the campaign team represents the diversity of the workforce (i.e. gender, ethnicity, job responsibilities, etc.). Don't overlook retirees or off-site employees - they might enjoy being included.

## 3

### Set a Goal

Reviewing last year's results is always helpful to determine your campaign's greatest area of potential. If the average gift amount was low, encourage more employees to give through payroll deduction. If participation has been low, an emphasis on recruiting new donors might be wise. There are many tools that can help - please contact your United Way representative for more information. Understanding your campaign's untapped potential will help you set a goal that is challenging, yet attainable. Remember to structure incentives and contests - such as donated gift certificates or merchandise for a raffle - to encourage the desired results for giving.

- Increasing the number of leadership givers will also cause your totals to soar. For more information about leadership giving, see item 4.
- Consider setting a separate goal and providing incentives for contributions to the Community Impact Fund.

## 4

### Organize a Leadership Meeting

A strong campaign begins with strong leadership giving. Ideally the leadership giving campaign should run in advance of your general United Way campaign. Announcing the results during the campaign kickoff generates excitement, builds momentum, and inspires others to give. Start the campaign with a meeting of management level employees (usually employees with \$50,000+ salaries), during which the CEO asks employees to support United Way with Leadership Gifts of \$1,000 or more. Be sure that your leadership chair is a leadership giver, and that he or she plans a separate event for potential leadership level donors.

## 5

### Start a Countdown With Promotions

Many creative ways to build excitement and create awareness are located in this guide. Some great ideas for two or three weeks before kickoff are:

- Distribute the communication from your CEO to announce the campaign company-wide (see samples on pg. 13).
- Compile stories about co-workers who benefited from - or volunteer for - agencies supported by United Way. If employees are willing, share their stories and feature them on flyers, voice and email messages, or on your company intranet.
- Listen. Then encourage questions. If you don't know the answer, say so, and call your United Way representative for help. Respond promptly.
- Encourage your campaign team to talk about the campaign with co-workers to create awareness and build excitement for your upcoming kickoff.

## 6

### Ask for the Pledge

Do you know the number one reason people don't give? They weren't asked!

- Present your colleagues with pledge forms, along with brief highlights of United Way's value to the community.
- Emphasize again that payroll deductions are the easiest way to give, using examples of \$/week.
- Ask your co-workers to sign and return the pledge form to you or take a moment to complete e-pledge, if available.
- Remind employees that pledge forms and pledge amounts are confidential.
- Don't forget to solicit people who will be away from the workplace on the day of your event, so they can be included in campaign totals and drawings.

## 7

### Important Last Steps

- Thank your supporters. One of the most important things you can do as a campaign chair is thank all of the people who helped make the campaign a success. A letter from the CEO to all employees and a personal note from you to your campaigners and campaign team will let people know their efforts are appreciated. Additional thank you ideas are located in this guide.
- Report your results to your employees and to United Way. Knowing the results helps employees feel good about the amount they've raised together. Prompt, complete reporting to United Way also ensures that your company will get the recognition it deserves, as we include your company in community campaign totals. Talk to your United Way representative about ways to complete your campaign so results can be reported promptly and accurately.

## 8

### Throughout the Year . . .

- Familiarize new hires with your company's caring culture and your participation in the United Way campaign. Consider asking for a pledge during orientation.
- Share stories about people who benefited from United Way's network of agencies.
- Visit [www.uwconline.org](http://www.uwconline.org) to find out about needs in your community and how your gift is achieving results.
- Visit [www.volunteerway.org](http://www.volunteerway.org), your volunteer connection to the greater Delaware Valley. VolunteerWay is a comprehensive database of current volunteer opportunities that encompass all types of agencies and organizations. Various volunteer positions are listed, including individual and group opportunities and special events.

# Communicating Your Campaign

The most important aspect of any campaign is getting the message out to everyone. Plan to talk about or publicize the campaign for a few weeks prior to the actual campaign kickoff. Repeat the message several times over the course of the campaign. Remember how valuable endorsement from your CEO and leadership team can be. Their enthusiastic support is an excellent way to encourage others to follow their lead. And most importantly, ask each employee to give.

## Technology and Your Campaign

Technology can help you manage your campaign and improve your results.

- Increase participation by communicating quickly and easily with fellow employees.
- Manage the campaign by communicating with your campaign team.
- Get quick answers to questions from United Way.
- Provide updates regarding community initiatives.
- Quickly and easily educate your company about the needs of the community.

## Email Ideas

- Send emails to inform employees about specific campaign events and functions. Personalize their communications when possible.
- Use calendar options to inform employees about the campaign and campaign related events.
- Send a CEO letter of support via email to all employees (samples available on pg. 13).
- Use email and voicemail to answer employee questions. Quick follow-up is important.
- Communicate with the staff at United Way whenever you have any questions or need additional assistance.

## Company Website and Intranet Ideas

- Create a campaign banner ad to run on the company Intranet. Consider adding an endorsement letter or comments from your CEO on your company Intranet.
- Educate employees about online pledging programs and processes, if available.

- Place training materials on your company website for easy access.
- Include links to United Way of Chester County's website on your company website so employees can easily learn about the value and impact of United Way in your community.
- Post information regarding specific company campaign events, progress reports, and results on company websites and intranets.
- Publish articles about the campaign in employee newsletters.
- Ensure that the information posted on the site is up-to-date, accurate, and relevant to your co-workers.

## Voicemail and Telephone System Ideas

- Send voicemail reminders about campaign timeframes to employees.
- Enlist a United Way service recipient to prepare a greeting or thank-you message to broadcast on the voicemail system (samples available on pg. 13).
- If campaign team or campaigners are spread out geographically, use conference calls to hold meetings.

## Traditional Communication Methods

- Hold campaign kickoff meetings
- Ensure campaigners contact their assigned employees directly.
- Use paycheck inserts to inform employees about the campaign.
- Display posters about United Way in common areas such as lobbies, elevators, lunchrooms, and break rooms.
- Run the United Way video at group meetings and on in-house video monitors on a continual basis.
- Publicize timeframes, incentives, campaign results, and contest winners.
- Utilize United Way resources to educate your company about community needs and conditions.

# Sample Campaign Meeting Agendas

## 30 Minute Meeting

Topic	Speaker	Time
Welcome and Introductions	Employee Campaign Chair or Campaign Team Member(s)	2 minutes
United Way Endorsement (Importance of United Way in the Community)	Employee Campaign Chair, CEO or designee	3 minutes
United Way Presentation (video, speaker, etc.)	United Way representative/volunteer or Agency representative	10 minutes
Campaign Logistics (procedures, incentives, timeframe)	Employee Campaign Chair or designee	10 minutes
Questions and Answers	Employee Campaign Chair or United Way Representative	5 minutes
<b>Total Time</b>		<b>30 minutes</b>

## 60 Minute Meeting

Topic	Speaker	Time
Welcome and Introductions	Employee Campaign Chair	5 minutes
United Way Endorsement (Importance of United Way in the Community)	CEO	5 minutes
United Way Presentation (video, speaker, etc.)	United Way representative/volunteer or Agency representative	15 minutes
Review United Way Materials	Employee Campaign Chair or United Way Representative	10 minutes
Campaign Logistics (procedures, incentives, timeframe)	Employee Campaign Chair or designee	10 minutes
Questions and Answers	Employee Campaign Chair or United Way Representative	10 minutes
Campaign Video		5 minutes
<b>Total Time</b>		<b>60 minutes</b>

# Special Events and Incentives

Special events and themes can add spark your campaign. Try to make it fun and involve everyone. Offer incentives for employees to give to the Community Impact Fund. Offer incentives for leadership gifts, early returns, and first-time givers.

## Special Events

Hold special events to highlight the campaign or as an additional fund-raiser.

Baby Picture Guessing	Dunk-Tank	Prize Patrol
Bake Sale	Executive Car Wash	Pumpkin Carving Contest
Book Sale	Golf Tournament	Seasonal Picnic
Bowl-Off	Jewelry Sale	Silent Auction
Breakfast Prepared and Served by CEO	Karaoke	Sporting Events
Build Your Own Sundae	Latte Stand	Trivial Pursuit/Quizzo
Candygrams	Miniature Golf	Ugly Tie Contest
Car Wash	Movie Showing	UW Displays or Agency Fair
Chili Cook-Off	Pizza Party	Used Video/CD Sale
Costume Contest	Popcorn Sale	
Cubicle Decorating	Poster Drawing Contest	

## Incentives/Thank You

Use incentives to increase participation, reward repeat or first-time donors, recognize prompt pledge returns, or encourage payroll donations and gifts to the Community Impact Fund.

Breakfast Served by CEO	LIVE UNITED Mugs
Celebration Lunch	LIVE UNITED T-Shirts
Department Store Gift Certificate	Movie Tickets
Sporting Event Tickets	Raffle with \$ Match from Company
Drawing for Days Off	Restaurant Gift Certificates
Early Response Incentives	Special Parking Place
Executive Car Wash	Time Off From Work
Gas Cards	United Way Promotional Products
Jeans Day /Casual Day	

# Sample Communications

## Sample Email and Voicemail messages:

United Way's mission is to improve people's lives by mobilizing the caring power of donors, volunteers, and communities. We focus on providing essential health and human services to children, youth, and adults, and supporting safe and thriving communities and neighborhoods. Please support the United Way; by doing so you help bring services to our neighbors who might otherwise be overlooked.

United Way funds a continuum of services that address the needs of the entire family. And by giving to United Way, you can continue to make a difference on issues you care about while knowing that you're helping all of your neighbors. United Way pools your gift with those of other donors, leveraging these funds to achieve greater impact within our community.

By giving to United Way, you ensure that thousands of people from neighborhoods throughout our region receive the support and assistance they need to lead safe, healthy, and rewarding lives. United Way researches the issues and provides the necessary vision and leadership to address the most pressing needs in our community. United Way invests your contribution in a thoughtful, effective plan for making sure that our community, families, and individuals are safe, healthy, and able to reach their full potential.

United Way focuses on measurable strategies for getting to the root causes of problems, preventing them before they start, and giving people more options for the future. By giving to United Way, you make your community a better place to live, raise a family, grow older, and participate in community life.

## Sample Letters

### CEO Letter to Employees

I invite you to join me in making the greatest possible impact in our neighborhoods. By supporting the United Way campaign we at (insert company) can help to make our community a better place to live and work.

Your gift to United Way is invested right here in our community. United Way dollars and programs touch one in four individuals in our region by providing essential health and human services to children, youth, and adults, and supporting safe and thriving communities and neighborhoods.

Please join me in pledging support to United Way. By helping our children, leading our adults to self-sufficiency, and strengthening neighborhoods and communities, we create a stronger future for our community.

Thank you.

### CEO Letter to Leadership Donors

I invite you to support our company's United Way campaign by making a leadership pledge of \$1,000 or more. By making this generous contribution, you raise the bar and send a clear message to our employees about the importance of pledging to the campaign. Our company and its employees have a long history of partnering with United Way to improve the quality of life within our community.

United Way's mission is to improve people's lives by mobilizing the caring power of donors, volunteers, and communities. United Way focuses on providing essential health and human services to children, youth, and adults, and supporting safe and thriving communities and neighborhoods. United Way researches the issues and provides the necessary vision and leadership to address the most pressing needs in our community. United Way invests your contribution in a thoughtful, effective plan for making sure that our community, families, and individuals are safe, healthy, and able to reach their full potential.

Please join me today in setting high standards for our campaign. Thank you for creating a stronger future for our region.

### **Letter to Retirees and Volunteers (to announce campaign)**

Our company has had a long relationship with United Way and once again we have an opportunity to show our support by giving generously to United Way's annual campaign. Your pledge will help United Way achieve human success at the community level and create positive change in the conditions for our neighbors.

United Way's mission is to improve lives by mobilizing the caring power of donors, volunteers, and communities. United Way researches the issues and provides the necessary vision and leadership to address the most pressing needs in our community. United Way invests your contribution in a thoughtful, effective plan for making sure that our community, families, and individuals are safe, healthy, and able to reach their full potential. United Way dollars and programs touch one in four individuals in our region by providing essential health and human services to children, youth, and adults, and supporting safe and thriving communities and neighborhoods.

I invite you to join with others in our company to show our support by giving to this year's campaign. Please complete the enclosed pledge form and return the signed form with your check made payable to United Way Chester County. Thank you for your continued support and commitment to United Way and to our community.

### **CEO Thank You Letter (Generic)**

I thank you for your generous pledge to our United Way campaign. Your gift exemplifies our company's commitment to United Way and to our community. With your pledge, vital health and human services will continue to reach our neighbors in need and improve the quality of life in our community.

Thank you for being part of this worthwhile effort - caring people like you make our company such a special place to work. Your contribution helped us to raise (insert number) for this year's campaign. (IF APPLICABLE: An increase of XX% over last year).

Again, my sincere thanks for your participation in our campaign - your donation will work to strengthen our community, making the greatest difference possible.

With appreciation,

I thank you for your generous pledge to our United Way campaign. Your gift exemplifies our company's commitment to United Way and to our community. This year, you supported United Way's Community Investment Fund, ensuring that thousands of people from neighborhoods throughout our region will receive the support and assistance they need to lead safe, healthy, and rewarding lives.

Thank you for being part of this worthwhile effort - caring people like you make our company such a special place to work. Your contribution helped us to raise (insert number) for this year's campaign. (IF APPLICABLE: An increase of XX% over last year).

Again, my sincere thanks for your participation in our campaign and specifically for supporting the Community Investment Fund. Thanks to you, children have a better chance, families now have a future, and those in need have been given a new lease on life.

With appreciation,

# Planning Your Campaign

## Employee Campaign Chair Timetable

This schedule provides a handy chart to use in planning your company's campaign.

Getting Started	Completion Date	Assigned To
Meet with previous chair to review activities and results	_____	_____
Meet with United Way representative to discuss campaign strategies and review materials	_____	_____
Meet with CEO to discuss campaign goals and obtain endorsement	_____	_____
Develop campaign strategy with Leadership Chair	_____	_____
Recruit campaign team	_____	_____
<b>Planning the Campaign</b>		
Establish Campaign Timetable	_____	_____
Set goals to increase employee total, average gift, gifts to the Community Investment Fund, leadership gifts, and participation	_____	_____
Develop incentive plan to support objectives	_____	_____
Order campaign supplies from your United Way representative	_____	_____
Request incentives from vendors, employees, management-level employees, etc.	_____	_____
Decide solicitation process (one-to-one, group, electronic)	_____	_____
Select dates and reserve rooms for: <ul style="list-style-type: none"><li>• Campaigner training</li><li>• Leadership meeting</li><li>• Employee meeting(s)</li><li>• Recruit campaigners/solicitors</li></ul>	_____	_____
Plan kickoff event, activities, special events, and closing events	_____	_____
Plan publicity: newsletter, email, payroll stuffer, and posters	_____	_____
Develop CEO support letter and review with CEO	_____	_____
Schedule agency tours/fairs/speakers	_____	_____
Establish record-keeping/reporting process	_____	_____
For electronic campaigns, test electronic pledge system	_____	_____

# Running Your Campaign

## Employee Campaign Chair Timetable

Stay involved and monitor the campaign process and results.

### Putting the Plan into Action

	Completion Date	Assigned To
Conduct campaigner's training session	_____	_____
Schedule video, agency speaker, and time with your United Way representative to answer questions	_____	_____
Display campaign activities and information in prominent locations	_____	_____
Send CEO endorsement letter	_____	_____
Conduct leadership and employee meetings (include CEO)	_____	_____
Conduct kickoff event (include CEO)	_____	_____
Conduct activities, special event fundraisers, etc.	_____	_____

### Wrapping up the Campaign

Collect ALL pledge forms and check for completeness (calculations, date, signature, etc.)	_____	_____
Sort forms or data by payment type: cash, checks, payroll deductions, credit cards, bill at home requests, or securities	_____	_____
Notify United Way of results. Submit forms or electronic transfer to United Way for processing. Give copy to Payroll.		
Attach cash/checks or issue company check	_____	_____
At closing ceremony or through memo or letter <ul style="list-style-type: none"><li>• Thank and reward employees</li><li>• Recognize and reward campaigners</li><li>• Thank committee</li><li>• Publicize corporate/employee results</li><li>• Distribute incentives and publicize winners</li></ul>	_____	_____
Conduct a campaign review session and note outcome	_____	_____
Organize your materials for next year's campaign team	_____	_____

***Congratulate yourself for helping advance the common good!***

# Saying Thank You

By sharing the names and addresses of donors at your company, United Way is able to directly thank them for caring. Our goal is that every donor receives a thank-you for their contribution. Please make sure to verify the correct name and spelling of all leadership givers for additional recognition.

We provide materials to assist your company to say thanks for supporting United Way, such as certificates and lapel pins if requested. We host an annual campaign appreciation event that all campaign volunteers may attend, and follow up each campaign with a thank you letter to each donor. We also acknowledge the very best organizations involved on a year-round basis with United Way.

When all is said and done, we must count on showing our greatest thanks by focusing on the bottom-line results - the lives we change and the communities we shape.

## **Privacy is important to us.**

By sharing names and addresses of your donors, United Way is able to personally thank them directly for choosing to give. *Donor information is not shared with or sold to any other organization.* Nor does United Way engage in aggressive direct mail marketing, phone solicitations, or email campaigns. Studies show that donors feel most connected when we thank them directly.

**Help Us Say “Thank You.” Share Donor Information With Us.**



**United Way  
of Chester County**

211 North Walnut Street  
West Chester, PA 19380  
tel 610-429-9400  
fax 610-738-8990

[www.uwcconline.org](http://www.uwcconline.org)