

## CAMPAIGN CHECKLIST

United Way is here to help you engage employees all year round. Here are some ideas to help you get the best results:

### Involve Your CEO and Senior Leadership

Your campaign success depends on the commitment and involvement of your senior leadership. You can ask leaders to:

- Develop your campaign budget and set your campaign goal
- Send a personal letter of endorsement
- Attend and speak at a kick-off
- Designate time for employees to participate in a group volunteer project
- Hold a leadership event with senior staff members to set the pace of the campaign
- Include a Leadership Giving component to the overall campaign

### Recruit a Campaign Committee

An active committee can help you manage your campaign.

- Encourage motivated and energetic volunteers in your organization to be a part of the committee
- Create subcommittees led by committee members with specific responsibilities to the campaign
- Invite your United Way representative to meetings to help train your committee and plan activities

### Educate Your Colleagues

Educating your employees on the benefits of giving back is a key factor in reaching your goals. There are a number of ways to help your employees understand the importance of United Way's mission and our impact in the region.

- Check out our website: **UnitedWayNNJ.org**
- Display United Way brochures, posters, videos, and information sheets
- Hear directly from a United Way representative

### Ask Everyone to Give

Whether large or small, every contribution counts.

- Ask for 100% participation
- Include everyone — active employees and retirees
- Let employees know the goal and show them the progress along the way
- Make pledging easy either through payroll deduction or online giving at **UnitedWayNNJ.org/Donate** and remind employees how and when to pledge
- Thank everyone at the time of giving



# Promote and Publicize Your Campaign

There are a lot of ways to keep employees engaged. To raise awareness about campaign activities and events, consider the following communication tactics:

- Distribute/display posters, videos, and/or brochures, which we can supply for you, in a common area such as a cafeteria, foyer, elevator, or hallway
- Send email or voicemail announcements
- Create a section on your company's intranet to share information about United Way and your campaign, linking it to our website **UnitedWayNNJ.org**
- Feature stories in your company newsletter or established internal communication channels
- Encourage employees to follow us on **Facebook**, **Twitter**, and **Instagram** @UnitedWayNNJ and **LinkedIn** at [linkedin.com/company/unitedwaynnj](https://www.linkedin.com/company/unitedwaynnj).
- Inform retirees about the many ways they can continue to give, advocate, and volunteer when they leave the workplace

## Offer Incentives for Giving

People love gifts! Consider offering:

- An extra vacation day
- LIVE UNITED branded items
- Lunch with the CEO
- A gift certificate to the company store
- Free meal in the cafeteria
- Breakfast for the department with the best results

## Get Involved All Year Round

Talk with your United Way representative for all the ways you can align your work with United Way's work:

- Connect employees to volunteer opportunities, visit **UnitedWayNNJ.org/volunteer**
- Host Lunch & Learns for employees (we can provide speakers and topics)

## Thank Everyone and Celebrate Success

Getting involved with United Way is an opportunity for all employees to work together toward advancing the common good in our communities. Make sure to thank everyone and recognize individuals, groups, and departments that go above and beyond. Contact your United Way representative or email **Lisa.Galonardo@UnitedWayNNJ.org** or call **973.993.1160, x503** for more information.



[UnitedWayNNJ.org](https://www.UnitedWayNNJ.org) | [@UnitedWayNNJ](https://www.instagram.com/UnitedWayNNJ)



United Way  
of Northern New Jersey