

How to Run a Successful Campaign



United Way
of Bay County

ENERGIZE

Meet with a UW staff member to develop campaign goals and strategies.

Review your previous workplace campaign's performance and determine challenges and new opportunities

Develop your campaign timeline with dates and goals

Kick off meetings with your campaign group

INSPIRE

Plan your campaign / special events for your staff

Set dates for employee meetings about UW presentation

Request pledge forms, brochures, marketing materials, etc. from UW contact

Personalize pledge forms with contact info and last year's giving info to distribute to each employee

ENGAGE

Promote your campaign's kick off with a special meeting with your staff

Schedule United Way Staff to present and show impactful facts that campaign does for the Bay County community

Send communications from CEO or campaign leader, endorsing / announcing the campaign

ASK

Ensure that employees receive materials and has the chance to give

Conduct employee round tables to explain campaign significance for our community

Send follow-up emails to your staff every week to keep up the enthusiasm and awareness of the campaign. Feel free to include community success stories and uplifting facts

THANK

Wrap up your campaign and collect all pledges. Follow up with any employees who did not submit a pledge form

Contact UW for campaign results

Thank all contributors to campaign with employee appreciation event, letter, email, etc.

Conduct a campaign debriefing with UW and your team and develop a summary for next year