

GETTING
STARTED

- Review your company's giving history
- Encourage CEO/leadership to get involved

ASK LEADERSHIP TO:

- Complete His/her pledge card
- Pledge a corporate gift on behalf of the organization
- Write a letter or send an email to all employees
- Participate in/or attend a campaign meeting to show support

TEAMWORK MAKES THE
DREAM WORK

- Recruit a committee to help with campaign
- Set a committee meeting and invite leadership

AT FIRST COMMITTEE MEETING:

- Set time frame & date for campaign (2 -4 weeks)
- Set Goal for funds to be raised
- Determine campaign activities (Examples provided)
 - Hold United Way rally or kickoff
 - Create an email campaign
 - Hold an internal fundraiser
 - Open internal fundraiser for public participation

DURING
CAMPAIGN

- Educate your co-workers about United Way
 - Schedule a United Way speaker
 - Show United Way Campaign Video
 - Hand out brochures and marketing materials
 - Email/Share partner agency success stories
- Ask your co-workers to pledge
- Collect pledge cards throughout campaign
- Update co-workers on progress

COMPLETE YOUR
CAMPAIGN

- Collect all final pledges
- Complete your campaign report
- Email report to Joni@bartlesvilleuw.org
- Thank your coworkers for their generosity
- Plan a celebration
- Announce final amount raised

**UNITED WAY
KICKOFF/RALLY**

AGENDA

- 3 Min. Welcome & UW Campaign endorsement - CEO/ECC
- 11 Min. United Way Presentation - UW Representative
- 3 Min. Show United Way Video - UW Representative
- 3 Min. Wrap up/ask to pledge - CEO/ECC

EMAIL CAMPAIGN

1 MONTH BEFORE

Email from leadership announcing Campaign & Save the date for Kickoff/Rally

2 WEEK EMAIL CAMPAIGN AFTER THE RALLY/KICKOFF

- Day 1 - Message from leadership (why they believe in UW)
- Day 3 - UW Campaign video attached (Shows Impact)
- Day 7 - United Way stat w/ Success Story (Health)
- Day 9 - United Way stat w/ Success story (Education)
- Last Day - United Way stat w/ success Story (Stability)

1 OR 2 DAYS AFTER THE CAMPAIGN

Announce results, share how many lives were impacted and be sure to say thank you!

FUNDRAISING IDEAS

JEANS DAY STICKERS

Sell for \$5 a piece

CHILI COOKOFF

Charge for lunch official judges

BAKE SALE

Auction off some of the goods

PUMPKIN CARVING CONTEST

Donate to vote for favorite. The pumpkin that makes most wins

SELL RAFFLE TICKETS

Draw at kickoff/rally

AUCTION AT KICKOFF

Prizes like parking spots, days off, pies, ect

GARAGE SALE

Have employees provide items

PLAY BRUW BINGO

Use provided bingo card and give out prizes for bingo and blackout

PUT OUT FLYERS OR ADVERTISE ON SOCIAL MEDIA TO MAKE ABOVE FUNDRAISERS OPEN FOR PUBLIC PARTICIPATION - HAVE FUN!

NEED HELP?

UNITED WAY STAFF IS HERE TO HELP YOU SUCCEED!

We can help you plan your campaign, deliver materials and schedule presentations.

**FIND OTHER TOOLS AND MESSAGING ON OUR WEBSITE AT
WWW.BARTLESVILLEUW.ORG CLICK ON CAMPAIGN TOOLKIT**