



# HOW TO RUN A SUCCESSFUL CAMPAIGN

Holding a workplace campaign is a wonderful way for you to support our community through involvement with United Way of Greater Milwaukee. Employees of all income levels appreciate the opportunity to see their employers making an impact. While a United Way team member will gladly help you put together a workplace campaign that meets your company's needs, here is a quick look at the steps to success.

## #1 - SECURE TOP-LEVEL MANAGEMENT SUPPORT

Support from top management will make your job easier and your campaign more successful. Review past results and discuss your company's corporate gift, matches, incentives and campaign budget.

## #2 - RECRUIT A TEAM

Having others assist you with the campaign will make it fun and easy for everyone involved.

## #3 - PLAN THE CAMPAIGN

Choose strategies that best fit your organization and develop a timeline that helps you achieve your goals. Campaigns can be a day to two weeks long. Consider setting a participation goal in addition to a dollar goal.

## #4 - ORGANIZE A LEADERSHIP-GIVING PROGRAM

Companies that run a leadership campaign have average gifts that are 24% higher and overall participation that is 30% higher than those who don't. Appoint someone to spearhead the effort and act as leadership giving champion for larger companies in particular.

## #5 - PROMOTE YOUR CAMPAIGN

Educating your employees about the work and value of United Way is the best way to gain their support. Utilize United Way brochures, letters, success stories, etc. available at [UnitedWayMilwaukee.org](http://UnitedWayMilwaukee.org). Arrange for an agency speaker to attend your company kickoff/meeting to talk about the work United Way is doing and share the real difference your contributions make in our community.

## #6 - KICK OFF YOUR CAMPAIGN

A kick-off event can help bring fun into your company campaign and generate enthusiasm around activities within your organization.

## #7 - REPORT RESULTS AND SAY THANK YOU!

Return pledge forms, donations and the completed campaign envelope to United Way (for detailed instructions, visit [UnitedWayMilwaukee.org/report-envelope.htm](http://UnitedWayMilwaukee.org/report-envelope.htm).) Thank all the employees who helped make your campaign a success. Share the importance of their gift.

Contact United Way to learn more about getting your organization involved: 414.263.8328.