

3 TIPS FOR A SUCCESSFUL CAMPAIGN

Thank you for supporting United Way of West Florida (UWWF)! As the Campaign Coordinator within your workplace, your efforts will help improve lives and build a stronger community. UWWF's goal is to help make your role as Campaign Coordinator a fun and rewarding experience.

1. GET YOUR COLLEAGUES INTERESTED.

- Share the story. Individuals make a unique connection when they hear real stories about what is happening in our community. Invite UWWF into your workplace to share stories about the positive impact that donor dollars are making right here in our community.
- See impact in action. Ask UWWF to help you schedule a tour at one or more of our funded partners and experience how important the programs are to our local citizens.

2. MAKE THE ASK.

- Ask for the pledge. Provide the opportunity for every employee to give by distributing pledge forms and/or links to brochures to everyone. Remind your colleagues that every dollar counts and no gift is too small.
- Leverage incentives. There are many ways to provide an opportunity for every employee to show their support. Learn more about incentives, raffles, and rewards in your online toolkit!
- Say thank you. Thank everyone for their generosity and let them know they are truly making a difference in our community.

3. LIVE UNITED ALL YEAR LONG.

- Stay connected. Sign-up for UWWF's e-newsletter and engage through social media so that you can stay informed of events and exciting news happening in our community.
- Volunteer. Get involved with UWWF through special events like Stuff the Bus and Day of Caring. Or, make a difference through our Retired and Senior Volunteer Program and Volunteer Income Tax Assistance. Get Connected can match you with a project that fits your interests and schedule.

BE A GAME CHANGER!

Each year, we recognize many stellar individuals and workplaces who go the extra mile and exceed our expectations.







- 110% Campaigns
- Top 5 Campaigns
- Pacesetters
- Spirit of Giving
- Workplace Coordinator of the Year

Contact UWWF to get your campaign started. We're here to help!

850.434.3157 ● development@uwwf.org

CAMPAIGN CHECKLIST

As you begin your workplace campaign, review the materials available through the online toolkit that will help make your campaign exciting, educational, and tremendously successful. If you need any assistance along the way, just give UWWF a call!

|  Plan Your Campaign | Target Date |
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| Meet with your CEO and/or leadership staff and recruit your campaign | |
| Meet with the UWWF team to discuss campaign history, strategies and themes, and develop a calendar of events. If you're assigned an Ambassador, he/she will be available to help you, too! | |
| Identify challenges and opportunities, then determine campaign objectives, goals, and incentives. | |
| Request materials, schedule speakers, and coordinate agency tours through UWWF. If you have an Ambassador, he/she will also be available to assist you. Visit www.uwwf.org/ambassadors to learn more about the Ambassador program. | |
| Send a campaign kickoff letter from your CEO endorsing and announcing the upcoming campaign.  | |
| Communicate your campaign with all employees through marketing materials, emails, calendar of events, posters, and more!  | |
|  Execute Your Campaign <i>Best practice: Run your campaign for 2-3 weeks</i> | |
| Host a presentation with your employees, UWWF staff, and program speakers to kickoff your campaign. No matter the size, we can customize a brief presentation for your group. All it takes is 10-15 minutes! | |
| Share your story about why you give and acknowledge Leadership donors. | |
| Distribute pledge cards and brochures to ALL employees.  | |
| Conduct special events, activities, or a volunteer project giving everyone the opportunity to participate. | |
|  Finalize Your Campaign | |
| Collect pledges, one-time gifts of cash/check, calculate results, and submit final report envelope to United Way or your Ambassador. | |
| Remember to provide contact information to UWWF for those individuals who are Leadership donors. They will receive special recognition and invites. | |
| Celebrate your campaign results with all employees and thank everyone! | |



Indicates materials are available through the online toolkit!
www.uwwf.org/campaigntoolkit