

CAMPAIGN AMBASSADOR'S GUIDE TO A SUCCESSFUL CAMPAIGN



Time it Right

Choose a campaign period when you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal busy periods in mind.



Get High Level Buy in

Donors in leadership positions can drive a campaign's success by creating momentum. When the CEO and senior managers are the first to give, others will follow their example. Suggest that a special Leadership giving chairperson be assigned to target those able to give at a higher level.



Create a Corporate Match

Connect corporate giving to employee giving by seeking permission for a corporate challenge match of employee donations.



Be Visible

Get on the agenda for scheduled organization-wide events, department meetings or other company gatherings.



Promote. Publicize. Plan.

Raise awareness of United Way's work. Send email updates. Be a presence on your company's intranet. Form a committee. You can count on United Way for support and advice on your publicity and marketing efforts.



Kick-off Strong and Create Incentives

A fun, involving launch event sets the tone for the campaign. This is a great time to announce incentives, contests or drawings. For example, one company could let donors who contributed \$1,000 or more win a day off increased leadership giving by up to 61%!



Make it Personal

A personalized ask is best, particularly from a friend or colleague. Utilize personal connections and knowledge in emails and communications.



Participate in Community Care Day

This annual day of community service is a great opportunity to see United Way's work in action.



Thank and Celebrate

Acknowledge those who help. Involve and recruit others who share your commitment. Thank them again and again. These actions are a big part of making your current campaign a success – and setting the stage for next year's.



Let the Spirit Live on!

United is the Way isn't just a phrase, its a lifestyle. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way!

MAKE SURE TO HAVE FUN!