

Campaign Volunteer Contact

Name: _____

Phone: _____

Email: _____

CCUW Phone: (828) 327-6851

Components of a Successful United Way Campaign

Campaign Team -

- Implement a three-tier leadership structure: Past, present and Incoming Campaign Leaders. This way, no one has to shoulder the burden of mounting a campaign year after year. It also helps to make sure that campaign successes are built upon and pit falls are avoided.
- Ambassadors/Educators: These are typically department heads or supervisors who have the ability to contact every employee in the company and answer any questions that may come up during the campaign. They are also invited to be part of our Community Investment Budget and Allocation team.

Treat the CCUW Campaign like a business plan –

- Plan scope of project and put together the team that will make it happen
- Get approval for a budget of campaign expenses
- Provide Incentives to generate excitement and fun as well as for thanking donors
 - Corporate Matching Gift
 - T-shirts
 - Paid time off
 - Campaign kick-offs or celebratory socials

Educate, Educate, Educate –

- Agency/Program Tours - This makes a huge impact if a select group of employees are able to visit one or more of our partner agencies and see first-hand the impact that these programs make on our community every day. We will coordinate tours for you.
- Employee Meetings - This is the lifeblood of a successful campaign. It provides the United Way an opportunity to educate employees directly about the impact their gifts have on friends, family, neighbors—people in Catawba County.

Benchmark and Track Employee Giving –

- Know your company's giving history. This way you can see where improvements can be made and set your company's campaign goal. One way to help reach your goal is to offer incentives to different levels of givers. They are:
 - Fair Share Donors (1 hours pay per month or .6% of annual income)
 - Fair Share Donors (2 hours pay per month or 1.2% of annual income)
 - Fair Share Premier (3 hours pay per month or 1.7% of annual income)
 - Use Us! –
- Use our resources. You know your company culture, we know campaigns. We are available to help you with any advice and “tried-and-true” best campaign practices.
- Give us feedback: Good, bad or indifferent - we want to know how we can serve you and your employees better. After all, this is YOUR United Way and YOUR Community.

Make it Fun –

- Corporate research has shown that philanthropic companies have happier, better trained, more satisfied and loyal employees. Making an impact on someone's life through giving and volunteering gives a person a great feeling... and the tone of your campaign should reflect that. And while you're making it fun, remember to say



LIVE UNITED®

Jennie Connor, Executive Director

Dr. Barry Redmond, President—Board of Directors

