

SEVEN STEPS TO SUCCESS

[CEO Support](#)

As with any project, your United Way campaign works best if you have support from the top. That's why it's important to meet with your chief executive officer to gain his or her endorsement. Sample letters are included within this guide for use during campaign. These letters may be used before the campaign to inform your employees of general information about the campaign. It may also be used after the campaign, as a thank you to all those employees who contributed.

[Set Goals](#)

A goal-setting worksheet is located in the Campaign Toolkit to help you establish a realistic goal.

[Recruit Campaign Committee](#)

With the support of top management, select a campaign team to help you plan and run the campaign. Be sure to include employees from different departments, different shifts (if applicable) and management as well as non-management employees.

[Utilize Agency Speakers and Tours](#)

Seeing is believing! Show your employees how their gifts work by taking them on an agency tour or by having an agency speaker at your employee rally. Many companies have also utilized employees at their own companies to give testimonials to their fellow co-workers.

[Leadership Giving](#)

Conducting a Leadership Giving campaign is one of the best ways to increase the results of your overall campaign. Leadership givers help ensure a positive future for Central Georgia by making annual gifts of \$1,000 or more. Also, if one of your employees' spouses is employed by another United Way supporter, they may each give \$500 or more to be named Leadership Givers.

[Conduct Employee Rallies](#)

A brief, 20-minute employee meeting or rally featuring the United Way video, a message of corporate support and a powerful speaker will spark the kind of caring that leads to the most successful United Way campaigns.

[Say "Thank You"](#)

"Thank you" programs demonstrate appreciation for your employees' commitment to caring and build on the momentum for the next campaign. It can be as simple as writing a thank you note or as elaborate as throwing a victory party. Don't forget this important step!