

8 Steps to a Successful Campaign

United Way Hastings & Prince Edward
55 Harriett Street, Belleville, ON
613-962-9531

MEET WITH UNITED WAY HASTINGS & PRINCE EDWARD

United Way staff can help you plan your campaign, provide results from previous campaigns, lead training sessions and offer exciting ideas for you and your team

Short, fast paced campaigns are the most successful!

1

SENIOR MANAGEMENT SUPPORT is crucial to the success of your campaign. Invite your senior management to announce their support and be a visible part of your campaign

2

BUILD YOUR COMMITTEE

Be sure to include committee members who have strong communication and organizational skills

3

5

SET CAMPAIGN DATES

Schedule a time to meet (coffee break, luncheon, staff/safety meeting) Invite United Way and an agency speaker to come. Pass out pledge forms and offer an early bird draw to get pledge forms back quickly

4

SET A GOAL

Set realistic and achievable goals and develop strategies with your UWHPE partner and review evaluation from last year. Participation goals work best (ex. Be 1 of 100)

6

PROMOTE CAMPAIGN

Utilize tools such as your intranet, thermometers and posters to educate employees and boost engagement

7

WRAP UP & REPORT RESULTS TO UNITED WAY

Collect all pledge forms and submit bottom portion to your payroll department. Call United Way and let us know your results! Your United Way staff partner will collect all pledge forms once completed

8

THANK & CELEBRATE

Acknowledge committee members, volunteers and donors. Celebrate success with your entire organization, not just those who contributed



United Way
Hastings &
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Want more information?
www.unitedwayhpe.ca