1. **CEO CONTACT**
   - Involve your CEO in all initial planning.
   - Discuss budget, corporate gifts, and CEO involvement throughout the campaign.

2. **RECRUIT**
   - Recruit a committee to help, set your timeline & budget, and design your campaign. Be creative.
   - Identify campaign activities
   - Delegate tasks to committee
   - Help, especially when it comes to incorporating new ideas.

3. **REFLECT**
   - Evaluate past campaign performances and calculate a goal. Your United Way rep can help, especially when it comes to incorporating new ideas.

4. **SET GOALS**
   - Discuss the hard numbers and where you want to grow your campaign. Create non-monetary volunteer opportunities.

5. **PUBLICIZE**
   - Share how, where, and when to pledge and incentivize giving.
   - Order Live United shirts - they create a great photo opp!
   - Utilize and distribute United Way campaign materials

6. **CONDUCT CAMPAIGN**
   - Distribute campaign materials and host a United Way speaker.
   - Invite guests speakers from United Way campaigns
   - Create learning opportunities through educational activities

7. **LEADERSHIP GIVING**
   - Recognize leadership gifts and discuss CEO matched donations.
   - Tip: Successful campaigns have heavy involvement from leadership, setting an example of participation from the top down.

8. **ASK**
   - Include new hires upon arrival, current staff and leadership, and retirees in the asking process by providing them with pledge forms.

9. **REPORT & THANK**
   - Announce your final results to your organization and your Local United Way in a timely manner, and thank everyone involved!

10. **HAVE FUN**
    - Engage your employees with fun AND meaningful activities, prizes, and volunteer opportunities.

**10 STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN**

**TIP:** Creating volunteer opportunities encourages everyone to get involved. Your United Way rep can connect you with opportunities that align with your company’s mission.