



United Way of  
Southwest Michigan

# CAMPAIGN HOW TO: DURING

## **PUBLICIZE YOUR CAMPAIGN**

- Request United Way campaign supplies like posters, pens and t-shirts from your United Way representative.
- Communicate your campaign's calendar of events through your organization's communication tools: email, intranet, newsletters, etc.
- Find easy cut-and-paste messages to your staff in the Sample Campaign Emails.
- Share United Way of Southwest Michigan's campaign materials electronically.

## **KICK-OFF YOUR CAMPAIGN**

- Arrange for a United Way rally at staff meetings to ensure every associate understands United Way's impact in the community.
- Invite management to speak at the rally about why your company supports United Way.
- Hold a kickoff event.
- Encourage your team to participate in impact tours.
- Have giving incentives.

## **EDUCATE EMPLOYEE'S ABOUT UNITED WAY'S WORK**

- Educate everyone about the positive changes their gift makes in the community.
- Ask an employee to share a story about their experience with United Way.
- Find tons of useful information in the United Way FAQ's and United Way Success Stories.
- Invite staff to participate in a United Way impact tour.

## **ENCOURAGE LEADERSHIP GIVING**

- Conduct a Leadership Giving breakfast or meeting with senior management or other leaders.
- Acknowledge individuals who give at leadership levels through special recognition events, personalized letters from senior management or exclusive incentives.
- Set specific Leadership Giving goals and discuss Leadership Giving at all employee meetings.