

GOOD TO GREAT Campaign Checklist

Looking to improve your campaign? Here's a checklist of what works for most companies.

	Strength	Opportunity
1 CEO helps promote & endorse the campaign ** Most Important		
2 Ask for help from co-workers & upper management		
3 Learn all you can about United Way		
4 Review history & set a goal (participation or \$ raised)		
5 Use incentives tied to giving and participation (see below)		
6 Ask everyone to participate		
7 Encourage payroll deduction		
8 Personalize pledge cards (name and last year's gift)		
9 Use online tools: sample letters, e-mails, to help with your campaign		
10 Creatively promote your campaign		
11 Hold a Rally - Show the video, invite UW & an agency (5-20 mins)		
12 Take groups of employees on agency tours		
13 Leadership Giving campaign (\$500 + gifts)		
14 Add special events/activities for fun & excitement		
15 Recognize Loyal Contributors (who've given for 10+ yrs)		
16 100% pledge card return (whether they give or not)		
17 Turn pledge cards in at rallies		
18 Update employees on progress throughout campaign		
19 Distribute Giving Cards (\$100 or more)		
20 THANK EVERYONE		
21 Report results by Nov. 2nd for Early-Bird Recognition		
22 New Hires & Retiree program established		
23 Forward Year-Round Updates from United Way		

EASY Ways to Use Incentives for Increased Giving:

- A) Everyone who turns their pledge form **at the meeting** = instant drawing for a prize.
- B) Everyone who **increases their pledge or gives for the 1st time** (print name & last year's gift on forms)
- C) **Pizza Party** for everyone when Goal is Met (participation increases and/or donation increases)
- D) Everyone who **pledges by a certain date**- gets in a drawing
- E) Special incentive for **Leadership Givers and/or Loyal Contributors** (get an extra day of vacation, free jeans days, special thank you lunch, **thank you from the Boss**, etc.)
- F) Distribute **Giving Cards** to anyone who gives \$100 or more.