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 and budget, and design your campaign. Be creative! Identify your campaign activities delegate tasks to your committee.

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.

   - 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.

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, create learning opportunities through educational campaign activities.

7 **LEADERSHIP GIVING**
Ask for 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 AND 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.

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