GET CONNECTED

• Attend a free Campaign Coordinator training.

• Contact your United Way staff person to learn how we can assist you.

• Bookmark uwkc.org/cc for all the campaign resources you need.

• Get in touch with other companies in your industry that run campaigns. Ask questions and brainstorm ideas for successful and fun events.

SUBSCRIBE

Stay in the know! Subscribe to United Way’s e-newsletter. Subscribe by going to uwkc.org/live-united-signup

GET STARTED

RECRUIT YOUR TEAM

• Ask your United Way contact for suggestions on approaching senior-level management for support.

• Talk to senior-level management about developing a budget for the campaign, speaking and attending campaign events, and starting a matching program for employee gifts.

• Recruit a campaign committee that includes people from all departments, labor unions and retiree groups. Encourage your team to attend Campaign Coordinator training with you.

• Recruit colleagues with influence, long-time donors and colleagues who frequently step up to help with community-related tasks.

• Ask your United Way staff contact to attend your campaign planning meetings.

DEVELOP A CAMPAIGN PLAN

• Create a campaign timeline.

• Set campaign goals, including a targeted percentage of leadership donors.

• Get tons of resources at uwkc.org/cc, such as email templates, educational games and tangible examples of what your donations are helping to accomplish.

• Consider incentives that can increase participation.

• Delegate responsibilities to your team members.
**MAKE IT FUN**

- Make a personal gift to United Way, and encourage your team to give too. It’s easier to ask if you’ve already given!

- Encourage leadership giving, at the $1,000+ level. At just $20 a week, you can make a difference in the lives of many, all year-round.

- Host a kickoff event and invite all staff.

- Personally distribute pledge forms and donor brochures.

- Ask everyone to give.

- Explain how people can participate in campaign activities.

- Tell employees when the campaign ends and where they can return forms.

- Provide weekly updates to employees about the progress of your campaign.

**GAME ON: TIME FOR FUN!**

- Download games for your campaign events at uwkc.org/cc.

- Use social media like Facebook, Twitter, Instagram and LinkedIn to keep it light and reach more people. Use @UnitedWayKC to connect your tweets, posts and photos to United Way.

- Get young professionals at your company involved! United Way Emerging Leaders are people in their 20s and 30s who want to have a year of impact. Check out the events, volunteer opportunities and other resources at uwkc.org/emergingleaders.

**MAKE THE ASK**

- Collect pledge forms and donations from employees.

- Schedule a wrap-up meeting with your United Way staff person to complete all paperwork.

- Report final totals to your employees.

- Thank everyone.

- Congratulate yourself and your committee for a job well done.

**CONDUCT A THOROUGH CAMPAIGN WRAP-UP**