Congratulations on becoming your company’s United Way Employee Campaign Manager (ECM)! This guide is designed to make your ECM experience rewarding and your workplace campaign successful.

Step 1: Make a Plan
As usual, creating a solid plan leads to success. Before you kick off your campaign, sit down and think about your overall goals, strategy etc. Here are some tips for creating your campaign plan:

- **Talk with your United Way representative.** We are here to help! Speak with us to learn about United Way and our work. We would love to get you up to speed on our newest initiatives, as well as talk about campaign ideas and best practices. We are always available for trainings, brainstorming and more.

- **Secure support from management.** The most successful campaigns are the ones with strong support from senior leadership. Meet with your organization’s executives and confirm their support for your campaign. Map out any places where you’ll need their specific involvement (such as sending an email from the CEO to kick off the campaign. Make sure they know about campaign dates and goals, and be sure to ask about any corporate gifts or company matching programs for employee gifts.

- **Develop a leadership giving strategy.** Learn more about United Way’s Leadership Circle and Alexis de Tocqueville Society. Ask your United Way representative to help brainstorm specific ideas for soliciting leadership gifts. Recruit a Leadership Chair so you have someone who is 100 percent focused on leadership giving.

- **Build a strong campaign team.** Create a team that is large enough to help you manage your campaign. The most effective campaign teams include employees from all levels and departments. This will not only lighten your workload, but will increase involvement across the organization.

- **Mark your calendar.** Connect with your United Way representative to help coordinate campaign activities, secure speakers, and plan special events. Create a calendar with key dates, email schedules and more to help keep your campaign organized and running smoothly.
Step 2: Launch your Campaign!

Campaign launch is always an exciting time. Use this opportunity to share the excitement throughout your organization. Your goal should be to make sure all employees are aware of the campaign and understand how they can help. Here are some ideas for a successful launch:

- **Promote the campaign.** Send information about the campaign to your colleagues in as many different ways as possible. Use our email templates or create your own messages to raise awareness and generate enthusiasm at this early stage. Ask your United Way representative for print materials, like posters, that you can share in your workplace. Mention the campaign in meetings, at the water cooler and anywhere else you can think of!

- **Kick off!** A big, fun kickoff event is a great way to officially get your campaign underway. Hold a company-wide meeting or event to educate your colleagues and inspire support. Make sure to send emails and post information on bulletin boards, intranet sites and other places to make sure everyone knows how to support your campaign. Your United Way representative can help you formulate kickoff and presentation ideas.

- **Promote giving.** Once your campaign is officially underway, encourage giving through payroll deduction with fun contests and/or incentives. Implement creative campaign activities and special events.

- **Maintain momentum.** Think ahead and find creative ways to maintain momentum generated from your launch throughout your campaign. Share regular updates on campaign progress with employees. Recap campaign events, such as employee volunteer outings. Host mini celebrations as you reach key milestones. If possible, conduct one-on-one outreach to colleagues who have not yet joined your campaign to encourage their participation.

Step 3: Finish Strong

As you approach the end of your campaign, think about all of the ways you can “finish strong.” This will help you end the current year on a high note, as well as plant the seeds for an even better campaign next year.

- **Make a “final push.”** Make sure to go out with a bang! Send “last call” reminders to all employees, particularly those who have not yet joined your campaign. Encourage senior leaders to send additional reminders. Remind your colleagues of progress to date and encourage everyone to sprint to the finish line.

- **Thank and celebrate.** Once your campaign is over, share your results with colleagues and celebrate your company’s success with a special event to thank all supporters. This would be a great opportunity for your CEO or Executive Director to send a formal note of thanks and congratulations to all employees who contributed. And remember to send a dedicated thank you note to your colleagues on the Campaign Team.
• **Report results to United Way.** Prepare your reporting envelope or spreadsheets for the final count. If using local pledge forms, schedule a time with your United Way representative to review results and turn in pledge forms, cash and checks within two weeks of closing your campaign. If your organization uses a company-branded pledge form/electronic giving platform, please share your total results with your United Way representative as soon as possible.

• **Keep in touch!** United Way of Greater Richmond & Petersburg has opportunities throughout the year to educate employees, increase volunteerism and hear about program success. Tell your United Way representative that you want to be kept up-to-date throughout the year to make sure you are informed and ready to hit the ground running for next year’s campaign.

**Don’t Forget: This is YOUR Campaign**

Lastly, a reminder: United Way of Greater Richmond & Petersburg strongly encourages you to make this campaign your own by personalizing it to your company and its unique culture as much as possible. We are thrilled to share ideas and templates with you, but remember that these are just our suggestions.

You know your company culture better than we do. We encourage you to keep the tone of your campaign communications authentic and inspirational, using warm, conversational communications and providing real reasons why people should give. You are United Way’s advocate, and your unique passion will be a huge driver of success!