

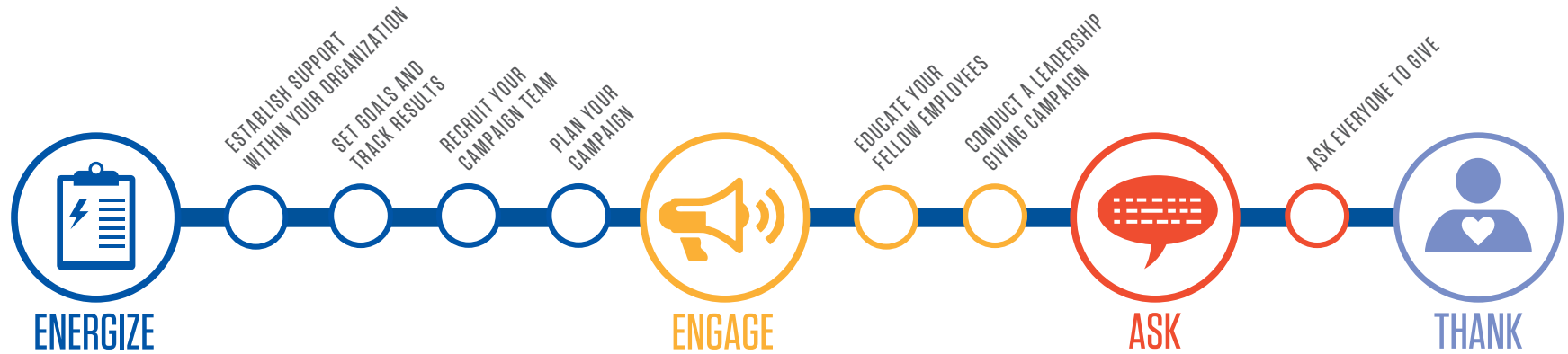


UNITED WAY OF BROWARD COUNTY

CAMPAIGN GUIDE



CAMPAIGN TIMELINE AND BEST PRACTICES



1. Establish support with your organization

Include your CEO, top level management and representatives from as many levels and departments of your organization as possible.

2. Set goals and track results

Your United Way representative can help you set your goals. Tracking results throughout your campaign is a great way to generate excitement among employees.

3. Recruit your campaign team

To build a strong campaign team, include representatives from as many levels and departments of your organization as possible.

4. Plan your campaign

A key factor in making your campaign successful is gaining the support and enthusiasm of your fellow employees/coworkers.

5. Educate your fellow employees

Understand United Way's community initiatives and tell EVERYONE!

6. Conduct a leadership giving campaign

Conduct a special solicitation that specifically asks for a Leadership-level gift. Results can be announced to boost momentum and enthusiasm for the overall campaign.

7. Ask everyone to give

Employees at every level should be encouraged to participate. Include off-site and remote employees.

8. Say "Thank You"

The two most important words to remember and the ones people always appreciate the most are "THANK YOU!". You can never thank people too much and it is the best way to ensure their long-term support.

Be sure to let your committee know just how much their help was appreciated. Your campaign would not have been successful without them.

REMEMBER TO COMMUNICATE

At the heart of every successful campaign is effective communication. Here are some suggestions for keeping your coworkers informed:

- Distribute a United Way commitment form or link to the United Way ePledge system
- Place United Way posters in key meeting areas and break rooms
- Create signs and banners tailored to your company's campaign
- Create thermometers and graphs to publicize your ongoing results (visit UnitedWayBroward.org/toolkit for campaign tools)
- Include campaign information in your company newsletter, website or daily email communications
- Provide a link to UnitedWayBroward.org on your company's intranet site
- Post United Way facts and daily reminders on your company's intranet site - these are available online in the campaign toolbox or from your United Way representative
- Publicize campaign via Facebook and "tag" us
- Provide volunteer opportunities to your employees through the "Done in a Day" program
- Offer presentation opportunities to show how United Way of Broward County uses dollars raised to improve Broward County
- Remember to keep your United Way representative informed of all the fun things going on during your campaign

DID YOU KNOW?

United Way of Broward County facts:

- United Way of Broward County has invested more than half a billion dollars in the community since its inception more than 75 years ago.
- United Way is the largest private funder of health and human services in Broward County.
- Dollars raised by United Way stay in Broward County.
- One in six people in Broward County has their lives touched by United Way's services.