

# Campaign How-To: 5 Steps to Building a Successful Campaign

## 1. BECOME FAMILIAR WITH RAPPAHANNOCK UNITED WAY

Once you have taken on the role of an ECC, your 1st step will be to familiarize yourself with Rappahannock United Way and your organization's workplace campaign. This guide can help you with both.

### Helpful Hints:

- Attend Employee Campaign Coordinator Training.
- Regularly meet with your RUW Campaign Manager, who will help you manage each step of your campaign.
- Get help from your Campaign Manager to review your company's past giving, identify strengths and weaknesses, schedule campaign rallies and events, and bring you up to speed on RUW's local impact on our community.
- Take advantage of the many campaign resources available to you such as pledge forms, campaign brochures, posters, the Campaign Coordinator's Corner online, and much more.
- Visit: [www.rappahannockunitedway.org/give/workplace/employee-campaign-coordinator](http://www.rappahannockunitedway.org/give/workplace/employee-campaign-coordinator) for printable resources.

## 2. ACHIEVE MANAGEMENT SUPPORT & INVOLVEMENT

Leaders Lead! By personally endorsing the campaign, members of your senior management demonstrate their commitment to your organization's campaign and Rappahannock United Way.

### Helpful Hints:

- Schedule time for your RUW Campaign Manager to meet with your CEO.
- Ask the President/CEO to hold an RUW educational meeting with his/her leadership team.
- Enlist leaders to speak at kickoff meetings, send emails or letters.
- Plan events around the CEO's calendar whenever possible or call on other senior leaders to represent the President/CEO.
- Work with management to create a plan or campaign leadership succession.
- Send a "Campaign Kickoff" letter from your CEO - this will set the tone for your campaign.
- Ask top management to give a gift at the leadership level.
- Ask management to invest in RUW through a corporate gift.

## 3. RECRUIT YOUR CAMPAIGN TEAM

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

### Some roles you may consider for your team:

- Campaign Chair - Your company's top management often designates this individual, who may also function as the ECC.
- Campaign Leadership Chair - This person chairs the Leadership campaign and is responsible for soliciting gifts of \$1,000 or more; Generally a management figure, this individual should be a committed leadership donor as well.
- Marketing & Communications Chair - To promote the campaign internally and externally and to create fun campaign events & rallies. Also can be called Special Events Chair.
- Canvassers - To help ensure everyone is asked to give in every department and business branch. While they do not need to be an active part of the campaign committee, canvassers are a valuable resource for ensuring every person is asked to consider making a gift.

#### **4. EDUCATE AND PROMOTE**

You understand the mission, you know the vision. Now share your knowledge with your fellow employees.

- Set the timeline for your campaign, and make it fun.
  - Company Campaign Kickoff
  - Company Thank You Celebration
  - LIVE UNITED - Annual Campaign Celebration
  
- Hold your Leadership Giving Campaign when the CEO can attend. Prospects tend to be employees earning annual salaries of over \$50,000.
- Schedule employee group meetings for every employee to attend.
- Hold a Retiree Campaign inviting your retirees to participate and continue giving.
- Distribute campaign pledge forms and hold a drawing for everyone who returns a pledge card by a specific deadline.
  
- Ask current contributors to increase their gift.
  - Leadership giving, \$1,000 or more annually.
  - Potential Step-Up Leadership Givers.
  - Offer Incentives.
  
- Communicate, Communicate, Communicate!
  - Utilize your company's primary communications channels.
  - Communicate reasons to give, company pride and support, events, etc.
  - Success Stories: Utilize RUW's success stories, or even better, identify employees from your company to share their personal United Way stories.
  
- Advanced Techniques:
  - Try a BLITZ- send a series of 5 interesting and educational messages in mailboxes or email leading up until your campaign kickoff.
  - Find employees to give testimonials at group meetings.
  - Promote, encourage and reinforce the value of volunteerism to the organization and community.
  - Tie incentives to different giving levels.

#### **5. SUCCESSFULLY WRAP UP THE CAMPAIGN - POST CAMPAIGN (1 WEEK)**

- Report the results to Rappahannock United Way.
- Distribute incentives.
- Schedule a wrap-up meeting with your Rappahannock United Way staff contact to collect the campaign envelope.
- Send a letter from your CEO announcing your company's campaign results.
- Thank every employee for their contributions of time, effort and money.
- Don't forget new hires.