

Sample Campaign Plan

Getting Started

- Establish your committee right now! Every department should be represented including union representatives
- Pick up campaign materials at UWRC and utilize them immediately
- Hang UWRC flyers throughout each department
- Establish a date and time for presentations
- Inform UWRC of the date and time so a UWRC representative can attend
- Educate and motivate your campaign coordinators
- Set campaign goal
- Aim for 100% participation from your organization
- Refer to **“Keep the Fun in Fundraising”** insert for new ideas
- Refer to **“Key Phrases”** and the **“Fact Sheet”** inserts for additional talking points

The Perfect Campaign Presentation – 20 Minutes

- Distribute pledge form
- Welcome by campaign coordinator (refer to **“Have you been touched?”** insert) 2 minutes
- Introduce UWRC presenter
- Explain what it means to “Live United” 2 minutes
(refer to **“How to Live United”** insert)
- Explain UWRC initiatives “who we help” 2 minutes
(refer to **“Community Impact”** Fact Sheet)
- If available, introduce speaker
- Stress that UWRC is local & every dollar counts
- Introduce UWRC video & play it 6 minutes
- Explain the incentive (refer to **incentive** insert) 2 minutes
Anyone who contributes \$260.00/year will
be entered in a raffle for a \$2,500
savings bond donated by M&T Bank
- Explain the various ways to donate: 3 minutes
Cash, Payroll Deduction, Credit Card, Stock, Online
- Offer to answer any questions (refer to **“Frequently asked questions”**)
- Encourage them to complete pledge form

After your presentations

- Keep up the communication
- Within committee, with top management, with all co-workers
- Use e-mail, bulletin boards, mailboxes
- Use case stories/testimonials to make the case to give
- Keep your committee informed of their progress
- For more information visit our website www.uwrc.org

Show your enthusiasm

- Thank everyone often

Before you finish the campaign

- Each person should be approached again
- If you already have their card, thank them again
- Collect all pledge cards regardless of whether a donation is made
- If they are uncertain about donating ask again on the last day
- Completely answer questions

Prior to reporting results to United Way

- Total results & communicate success
- Submit pledge cards to payroll
- Please remember to submit them to UWRC after payroll is completed
- Thank you/wrap up meeting (include food!)
- Start planning other UWRC events to increase visibility
Food, back-to-school, children's books, toys, toiletry drives
- E-mail updates throughout the year to donors