

Develop a Campaign Plan

Develop a plan that includes all best practices of a campaign. Generate enthusiasm for your campaign with the message, incentives, and fun events. Identify and communicate the importance each employee plays in supporting community needs. Utilize all company resources to educate and ask your employees to **GIVE. ADVOCATE. VOLUNTEER.**

**Develop a plan for your company campaign that falls within your appropriate timeline:*

- Pacesetter: _____
- Fall: _____

Your plan should include best practices:

- **A Winning Team** - Select a campaign committee to include individuals in your organization who are leaders, respected team players, and dedicated to the success/completion of the job. Recruit different talents and skill sets with a variety of personalities and positions to represent all within your organization. LE should be part of the team.
- **Campaign Goal** - Analyze your campaign approach and results from last year and build a plan to reach more employees through a specific strategy.
- **CEO/management support** - Provide a way for your CEO or manager to publicly support the campaign.
- **United Way Education** - Allow the LE to present the message and make 'the ask' in your events and meetings.
- **Tours and Speakers** - Your LE can assist you in scheduling tours and speakers appropriate for the interests of your employees.
- **Leadership Meeting** - Invite your management and company leaders to a separate leadership event to set the pace for your campaign.
- **Employee Meeting** - Ask employees to join you in moving the needle forward on critical community issues through a contribution to United Way of Central Alabama.
- **Event/Incentives** - Build enthusiasm in your campaign by including themes, prizes, and events appropriate for your company environment.
- **Engaging Opportunities** - Engage your employees by providing an opportunity for them to volunteer in the community. Offer employees a chance to get involved in different initiatives or to share their own LIVE UNITED stories.
- **Campaign Process** - Campaign wrap-up is crucial. Organization and documentation is key to a successful campaign close out.

Execute Your Campaign Plan

- Announce your goal & other campaign specifics to employees
- Facilitate Leadership Meeting or solicitation
- Facilitate Employee Meetings/events
- Offer opportunities to volunteer or to get involved in a community initiative
- Collect pledges

Finalize your Campaign

- Compile results
- Report to LE
- Thank employees
- Keep year-round opportunities in mind