

1 WATCH THE PLAY CLOCK!

- Set up a meeting with your Team Captain and identify growth areas.
- Make sure United Way has accurate information about your company. (CEO, address, phone & fax numbers, number of employees, e-mail, etc.)
- Don't let your campaign sneak up on you! Review the timeline, be prepared in advance and remember to turn in your envelopes by **NOVEMBER 30TH.**
- Implement a communications plan that includes sending facts about your United Way to your employees.
- Promote your campaign with the click of a mouse or the push of a button! Via e-mail or voice mail, these messages demonstrate how contributions to United Way help local programs advance the common good.

2 SEEK ENDORSEMENTS

- Seek your CEO's personal endorsement for the campaign.
- Secure a budget and make sure that time is allocated for campaign related activities.
- Ask your CEO to be visibly engaged.
- Ask your CEO about a Corporate Gift.
- Enlist your CEO to endorse Leadership giving (\$500.00 or more) by hosting a Leadership Campaign.
- Ask your CEO to appoint a Senior Manager to act as the Leadership Giving Chair.

3 DRAFT YOUR PLAYERS

- Recruit a "Steering Committee" that will work together on the campaign; try to include representatives from all departments.
- Talk with your team about strategies and events that will work in your company.
- Clearly define roles and responsibilities.
- Identify target dates and track your progress.

4 PLAN YOUR STRATEGY

- Decide on activities, incentives and a thank-you event you can create around the Live United theme.
- Develop a detailed timeline and calendar.
- Set a challenging goal based on total dollars raised and/or percent of participation.
- Determine when the employee meeting(s) will take place.
- Leadership giving solicitation and a retiree campaign are two ways to involve forgotten groups. Contact a retiree and a past Leadership member to serve on the committee and lead these solicitations.

5 GET OUT YOUR PLAY BOOK

- Use as many of the United Way branded tools as possible (all available online) including posters and other communication tools.
- Invite a United Way representative or United Way-funded program staff person to speak to your company's employees at a kickoff event.
- Promote the results and impact of United Way contributions and LIVE UNITED.
- Use technology like e-mail, websites, voicemail and social media to keep the United Way campaign fresh in everyone's minds.

6 GAME DAY!

- Set the timeline for your campaign, and make it fun!
- Have your company participate in Days of Caring (September 14-16), more information can be found on our website homepage.
- Schedule employee group meetings for every employee to attend.
- Distribute campaign pledge forms and have a drawing for everyone who returns their pledge form by a deadline date.
- Ask current contributors to increase their gift. (Even by a penny! Use the Penny Calculator to see how much more you can raise.)
- Hold special events for Leadership Giving investors and prospects.
- Place banners, posters or goal thermometers where they are visible to employees. Update materials periodically and let employees know the distance to go to reach your goal.
- Communicate, Communicate!
- Utilize your company's primary communication channels (newsletters, website, intranet, break room, etc.)
- Communicate reasons to give, company pride and support, events, etc.

7 MAKE THE TACKLE

- Establish a "New Hires" program at your company through which new employees are asked to support United Way at the time of hire.
- Create and distribute a United Way newsletter on a monthly or quarterly basis so employees can see their dollars at work, or add a United Way "spotlight" to your existing company newsletter or monthly staff meetings.
- Organize company-wide volunteer opportunities. There's something to fit everyone's needs and interests. Contact United Way at 931.647.4291 to find a project that's right for your company.

8 CONGRATS ON THE BIG WIN!

- Collect all pledge forms from your employees and turn in to your Payroll Department.
- Hold prize drawings for campaign participants.
- Schedule a wrap-up meeting with your Team Captain or United Way staff to collect the campaign summary.
- Send a letter from your CEO announcing your company's campaign results.
- Thank EVERY employee for their contributions of time, effort and money.