

Your Campaign Flight Plan

*You can find sample ideas and printable versions of your materials at www.liveunitedclarksville.org under the Campaign Central tab.



Pre-Flight

Meet with CEO

- Endorsement Letter
- Corporate Gift
- Match
- Giving Incentives/ Giveaways

Recruit your Team

- Delegate Tasks
- Review Previous Campaign
- Set Deadlines
- Plan Activities (e.g. contests)

Set Goals

- Dollar Goal
- Avg. Gift Goal
- Volunteer Goal
- Leadership Goal (members start at \$500/yr. and up.)

Schedule Ahead

- UW Speakers
- Workplace Meetings/Times
- Volunteer Projects

Publicize Campaign

- Email
- Posters
- Website
- Social Media
- T-shirts



In-Flight

Big/small presentations

- Have CEO Open
- UW Presents
- Other Guest Speakers
- Video

Remember

- *The #1 reason people say they didn't give is because they were never asked.*

Share the Opportunity

- With Current Employees
- Retired
- New Hires

Educate Employees

- Distribute Brochures
- Share Success Stories
- www.liveunitedclarksville.org

Wrap it Up

- Email Deadlines
- Thank Them
- Small Gifts



Post-Flight

Get results

- Collect All Pledges
- Announce Final Results
- Throw a Company Party!
- Special lunch for Camp. Committee

Reporting Results

- Sort All Pledges
- Fill out All Report Forms
- Spreadsheets are Encouraged
- UW is Available for Pickup

Live United Year Round

- Volunteer!
- Serve on a UW Committee
- Share UW Newsletters
- Get Social with UW

THANK YOU!

