

WHAT TO DO FIRST, NEXT AND LAST

The Weeks Leading Up to Your Campaign

- Meet with United Way of North Idaho staff.
- Map out your Campaign Timeline with dates and targeted campaign goals.
- Support your campaign success by ordering materials from United Way staff including brochures, pledge forms, and campaign posters.
- Request the United Way of North Idaho Campaign Video to show at your kickoff. A limited number of guest speakers are available as well but must be requested in advance.
- Meet with your CEO and/or senior management support on the campaign and targeted goals. Finalize targeted campaign goals including: total dollars, number of leadership givers, and desired percent of employee participation.
- Recruit and train your campaign team!
- Ask past United Way of North Idaho donors or members of senior management to “set the pace” by announcing their renewed gifts and announce any company match or NEW gifts so that there’s a benchmark.

During your Campaign

- Distribute pledge forms and information about giving.
- Send follow-up emails once a week to keep up the enthusiasm. Include community facts and success stories that you can get from United Way of North Idaho.
- Hold additional events and meetings (bake sale, raffle, food drive, volunteer day, etc).

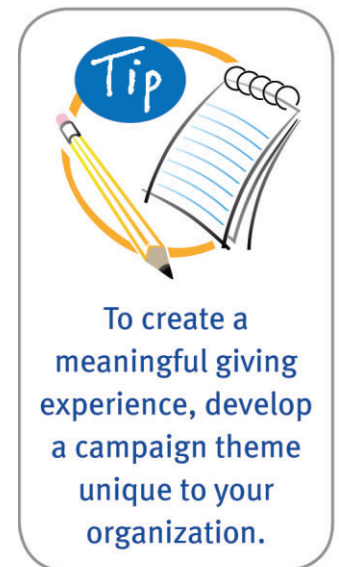
Before Your Campaign Concludes

- Send reminder email that your campaign is concluding and contribution forms need to be submitted.

After Your Campaign Concludes

- Collect pledge forms. Your Donor Relations Representative will supply you with the Campaign Reporting form and a cash confirmation form, and will assist you in finalizing the campaign.
- Announce pledge results to all staff and thank employees with a letter, email, or event. This is a great time to remind them of the United Way of North Idaho website where they can learn about how their investment is working in the community.
- Thank your campaign team, those who gave at the Leadership level and/or other special groups.
- Gather feedback and notes for next year.

Congratulations – You’ve just completed a successful campaign! Look out for an invitation in early summer to our annual campaign Celebration event where we celebrate the collective investment and impact to our community.



WHO TO INVOLVE IN YOUR CAMPAIGN

YOU

As Campaign Leader, you will lead the planning, implementation and evaluation of your organization's annual campaign. Because you will be asking others to give, it is important that you understand United Way of North Idaho's work in the community, and are able to communicate the benefits of giving, based on personal experience. United Way staff will guide and assist you with all your campaign needs and keep you informed about community issues and successes throughout the year.

As the Campaign Leader, you will be asked to:

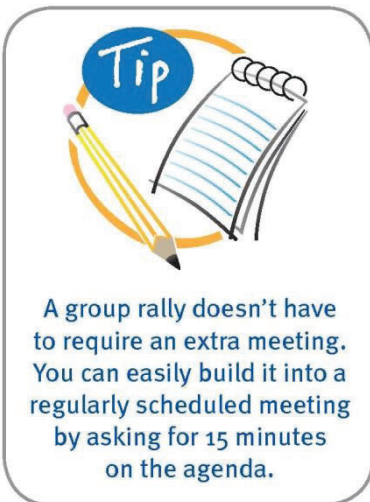
- Work closely with your Donor Relations Representative in creating a campaign strategy that includes:
 - Visible support from top management
 - Goals to increase giving
 - Leadership Giving
 - Educating employees about United Way of North Idaho
 - Giving everyone a chance to give
- Assemble a campaign committee that represents all levels of your organization;
- Prepare and submit pledge forms and campaign reports;
- Evaluate your campaign and make recommendations for next year.



Your Company CEO and members of Senior Management

Visible support from company leadership is vital to your success. Ask your CEO and Senior Management to endorse the campaign personally to all staff in a presentation, e-mail or letter. A corporate gift provides a strong example of your organization's commitment to the community where its employees live and work.

Ask your CEO or Senior Management to host Leadership group meetings and invite individuals from your staff who have the ability to contribute \$500 and above.



A Campaign Committee

Recruit volunteers from all areas of your organization to participate in the following activities:

- Campaign oversight of your company team
- Educate employees about the collective power of generosity and United Way of North Idaho's four initiatives
- Conduct employee and Leadership group meetings
- Organize special fundraising events
- Track campaign results and report success