

STEP 2: GAIN CEO AND LEADERSHIP SUPPORT

The most successful campaigns happen when leadership is involved and present. Meet with your CEO/Leadership and request their support. This is a great time to ask your United Way representative to attend the meeting. United Way is here to support you!

HOW TO INCLUDE LEADERSHIP AND GAIN BUY IN

- Request a meeting with your CEO/Leader along with a United Way representative.
- Ask your CEO/Leader to speak at a kickoff event.
- Ask your CEO/Leader to share why they support a United Way campaign.
- Request your CEO/Leader to send an email or letter of support (United Way can help draft).
- Request your CEO/Leader to host a leadership breakfast or luncheon.
- Ask your CEO/Leader if you have a budget.
- Review your strategy and request your CEO/Leader's support.
- Ask your CEO/Leader to participate in a celebration event after the campaign.
- Ask your CEO/Leader to send thank you letters after the campaign (United Way can provide for them to sign).



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