

10 STEPS TO A SUCCESSFUL CAMPAIGN

10. Show and gain the support of your CEO

Have your CEO visible at your kickoff or send out a personal letter

9. Recruit a campaign planning committee

Ask for help and assign tasks to keep everyone on track

8. Review and evaluate

Speak with your UW staff person to review your company's history

7. Set employee goals

Create both dollar and participation goals

6. Publicize your campaign

Share campaign and activity information with your team



5. Conduct an educational campaign

Invite your UW staff person to speak at a large company meeting

4. Promote Leadership giving

Discuss ways to recognize Leadership Donors with your CEO

3. Ask everyone to give

Ask employees to turn in their pledge forms even if they don't give

2. Give thanks and report results

Recognize individuals who went above & beyond during the campaign

1. HAVE FUN!

Engage employees with fun and educational activities



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