



Campaign in a Day

Whatever format your United Way KW Campaign takes, your efforts will have a tremendous impact for the one in three people in our community that count on your support.

Here are three easy steps for a successful one day campaign.

Plan

- Build your team – *involve United Way KW staff in your team. We are here to help you!*
- Learn about the United Way (www.uwaykw.org)
- Develop a **Campaign Plan**
 - a) Appoint someone to run your campaign (Employee Campaign Coordinator) and put together a campaign team
 - b) Decide how you will inform, ask and thank your colleagues
 - c) Set financial & participation goals
 - d) Pick a day
 - e) Share your plan with senior management and union leaders (if applicable) to obtain early buy-in

Execute

- **Inform**
 - a) Promote the event with email invites, brochures, balloons & posters
 - b) Announce what you have planned for the campaign including your targeted goal
 - c) Kick off in the morning with an agency speaker or United Way presentation (offering food & refreshments will increase participation.)
- **Ask**
 - a) Pass out donation forms
 - b) Follow up in person
 - c) Collect donation by the end of day

Wrap-up

- **Thank** your team, canvassers, donors, colleagues, senior management and labour (if applicable)
- Announce your results and **celebrate** at a fun event such as a BBQ, silent auction or social at the end of the day
- **Inform** your United Way KW contact of the result
- **Evaluate** and identify what worked and what didn't in order to plan for next year