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## PLAN A CAMPAIGN

Decide when you will be holding your campaign and if you will be using ePledge this year. Your Granite United Way representative can assist you with this.



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## ENGAGE YOUR CEO

The CEO can send out a personal endorsement email and attend your kickoff meeting to show support for the campaign.

3

## SET EMPLOYEE GOALS

Establish a dollar goal for your campaign and communicate it with your colleagues so everyone knows what they are working towards.



## RECRUIT A COMMITTEE

Gather a team of engaged staff to set a campaign timeline, budget, and plan activities.

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## PROMOTE LEADERSHIP GIVING

Implement ways to exceed your campaign goals. Encourage your colleagues to donate at the Leadership Donor Level (\$1,000 or more) or the CEO to offer corporate match opportunities.



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## PUBLICIZE YOUR CAMPAIGN

Share information on how and when to pledge, and what the contributions support. Use Granite United Way materials like posters, videos, and one pagers.

8

## ASK EVERYONE TO GIVE

Many people don't give because they weren't asked. Reach out to your colleagues personally and explain the impact of their donation in their local community.



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## CONDUCT AN EDUCATIONAL CAMPAIGN

Have Granite United Way present at your workplace in front of a group of staff. Follow up with employees to ensure everyone has the opportunity to contribute.

9

## REPORT RESULTS AND THANK YOUR COLLEAGUES

Plan an event or have your CEO announce the results. Recognize individuals, groups, and departments that excelled during the campaign.

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## HAVE FUN!

Engage your coworkers in creative activities that also educate about Granite United Way. Offer prizes for first-time donors or those increasing their donation.

Scan here for  
additional  
campaign  
tools

