



United Way
of Northern New York, Inc.

How to Run a Successful Campaign Help List

- Learn about United Way, its mission and partners.
- United Way staff will give you a personal update or use the information gathered on the website.
- Get your business/organization leadership on board.
- No employee campaign should take more than 10 days.
- Personalize the pledge cards. (United Way supplies)
- You are giving fellow employees an opportunity to give, not making a demand.
- Ask United Way to send in a speaker from an agency who gets United Way funding (speakers are very brief).
- Make it fun. Have an incentive program, however small.
- Know that you have practiced great community citizenship
- Take advantage of our in-house coordinator training and learn the keys to success.
- Your mission is to raise the level of understanding amongst your staff/employees of the importance of community building.
- To give your staff/employees an opportunity to give.
- Know it
 - A. Do you have enough information about United Way, its mission and the organizations it represents?
 1. Inform and enthuse your audience
 2. Answer general questions

B. Help is available.

1. United Way Staff

- Believe in it

A. Now that you know about it, do you believe it is important?

1. Never ask someone to support something you do not believe in.
2. Call the United Way. Ask them to share some stories with you about the impact of the United Way to organizations.

- Share it

A. State your case in an organized concise fashion

1. United Way staff can help you with this sharing relevant bullet points.

B. Involve management.

1. If possible make a presentation to senior management.
2. Ask for their support with the sharing process. They may have some stories to share with other staff.

C. Make it painless and possibly fun.

1. Payroll deduction
2. Incentives

D. Get help.

1. United Way Staff
2. Agency speakers