

# Six Easy Steps to a Successful Campaign!

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## **Host**

a campaign rally for your employees! Use campaign resources from the United Way: posters, web site downloads, agency speakers, United Way video, brochures, newsletters, etc.

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## **Follow-up, thank you and report!**

Make sure everyone has had the opportunity to give. Thank everyone who was involved with running your campaign. Report the final results to your payroll department and to the United Way office.

## **Set**

a company campaign goal and plan! Set the dates for your company's campaign and verify that your payroll system will handle payroll deduction.

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## **Work with**

your United Way account executive. They can share great materials and proven strategies from other area companies.

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## **Select**

a campaign coordinator and team. Include people from all parts of the organization – different shifts, managers, union reps., everyone who can help!

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## **Commit**

to a corporate contribution and offer visible support to the campaign.

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