

# 10 Ways to Drive Success



## Workplace Campaigns

- 1. Determine the dates for your campaign and set fundraising and/or employee participation goals.**
- 2. Meet with your United Way Resource Development Manager to create new strategies for your campaign.**
- 3. Utilize a campaign team to help with communication, special events, and fundraising.**
- 4. Coordinate campaign messaging and develop a timeline for company-wide distribution.**
- 5. Implement a Day of Impact, either onsite, offsite, or virtually to demonstrate the impact of United Way.**
- 6. Host a general employee kickoff event with company leadership in attendance or as speakers.**
- 7. Host employee education meetings and events throughout the campaign.**
- 8. Share progress towards your goals throughout the campaign.**
- 9. Announce and celebrate your results!**
- 10. Thank your donors and campaign team members for their support.**