

Planning your campaign

Step 1: Start at the top – secure CEO support

A key factor in making your campaign successful is gaining the support and enthusiasm of your fellow employees. The ideal way to generate excitement and encourage others to get involved is by starting at the top.

Meet with your CEO and other top executives in your organization. Gain their support, discuss ideas for your United Way campaign and decide on a campaign goal.

Here are some tips and suggestions on how to make your CEO's support as visible as possible:

- *Have your CEO write a personal email or letter to employees expressing support for your United Way campaign (we've included a sample that you can use; just have the boss read and sign it)*
- *Ask your CEO and other top management staff to make a Leadership contribution (an annual gift of \$1,000 or more)*
- *Make sure top managers and the CEO participate in some or all of your planned activities and presentations (be sure to let them know your plans for agency tours and special speakers so employees will be able to attend). Have him or her speak at your meetings with your committee and co-workers*
- *Make sure top executives and the CEO attend your campaign kickoff and recognition events*
- *Ask your CEO to personally thank contributors for their gifts...through a letter, reception, special event, email or phone call*

Sample campaign announcement letter or email from your CEO

Dear (employee name),

We each have the power to help transform the world. And we can begin right here in Miami, our own community.

Please join your co-workers, your friends, managers and me in our annual United Way of Miami-Dade campaign. Through United Way, you and I can help advance the common good. We can make our community stronger, safer and healthier. United Way of Miami-Dade's mission is building community by helping people care for one another. Now we can get involved and do our part to improve lives. To leave our mark. To make a difference.

When we invest directly in the community plan, set forth by United Way volunteers and other community experts, we can almost double the impact of our caring. Every unrestricted dollar you give to United Way - rather than to a specific agency - turns into \$1.95 worth of help through matching grants, in-kind gifts, and volunteer time.

Our United Way campaign begins on (date). I am pleased to announce that (name of ECM) has graciously agreed to be our employee campaign manager. Very soon (he or she) will be announcing special events and ways that you can be a part of this exciting campaign. Last year, our organization raised (\$\$\$) and I am confident that with your help, this year we can be even more successful and even exceed our goal of (\$\$\$).

Join me in this opportunity and enjoy helping others, while also making a positive impact on your community.

Thank you,
(CEO name)