

Step 2: Choose your campaign team

To build a strong campaign team, include representatives from as many levels and departments of your organization as possible.

- *Speak with last year's ECM to find out which committee members you might want to include in your campaign*
- *Recruit those you feel will be most effective in helping you organize the campaign and think about who the opinion leaders in your organization are*
- *Plan on a leadership campaign*
- *Once you have your dedicated team in place, meet and discuss ideas and develop a concise campaign schedule*

Here are some important steps to take during your first team meeting:

- *Choose your department ambassadors*
- *Plan and schedule ambassador training, invite your United Way staff person to participate (sample agenda for ambassador training is included below)*
- *Discuss and provide job descriptions for ambassadors (sample job description is included on the next page)*
- *Involve an organized labor representative*
- *Develop a theme for your campaign that will excite your co-workers*
- *Plan special events*
- *Decide on awards and incentives*
- *Schedule regular committee meetings to discuss progress and any concerns*
- *Plan employee presentations*
- *Set up agency tours (through your United Way staff person)*
- *Develop follow-up plan*

Sample ambassador training agenda:

Overview of the role of the ambassador: Hand out and discuss job description (United Way staff person)	5 minutes
LIVE UNITED 101 (United Way staff person)	10 minutes
Review of your organization's campaign strategies: (ECM and United Way staff person)	5 minutes
Show the campaign video	5 minutes
Handling questions and objections: (United Way staff person)	5 minutes
Tour: A powerful way to help your ambassadors learn about United Way	25 to 30 minutes