

## Step 1: How to be creative when you kick off your campaign

The most successful campaigns employ fun and creative ideas to entice and interest your employees. Once you've decided on a theme for your campaign - incorporate it throughout, in your communications, materials, activities and events. It will make the campaign more successful for everyone.

### Plan an exciting and informative kickoff event

Start your campaign by hosting a fun and informative kickoff event! Get employees and management excited about United Way and how they can all do their part.

Kickoff events can range from a special luncheon with activities, raffles and prizes to all day events with games and contests. As long as your employees are enjoying themselves and being informed about your United Way campaign, it is sure to be a success.

#### Some helpful hints for kickoff:

- *Make sure that your CEO and senior level management are present*
- *If possible, kick off your campaign at an all-staff meeting that is already on the calendar - this saves employees from having*

*to make a special effort to attend an extra meeting or rearrange their schedules*

- *Have a Leadership giving meeting among your senior management and top executives before your kickoff - this allows you to get gifts from the top before asking employees to give - a great motivational tool for a kickoff event.*

### Develop unique kickoff activities

The more engaging your activities are, the more likely people will participate.

[Click here](#) for instructions on how to hold an "ethnic" lunch

[Click here](#) for instructions on how to hold an Iron Chef-style competition

[Click here](#) for instructions on how to walk in someone else's shoes

### Here's a sample email you can use to introduce your campaign and generate interest among your employees:

To: All staff

Re: Our United Way Campaign

This is an invitation for you to join your co-workers, managers and myself in our mission to LIVE UNITED. Together, we can inspire hope and create opportunities for a better tomorrow in Miami-Dade.

On (date of kickoff event) we will be kicking off (organization's name) United Way Campaign. I guarantee you that your help will have a vital impact on our community and I promise to show you how. Last year, our organization raised \$\$\$\$ to help alleviate some of Miami-Dade County's most serious problems. This year, our goal is to raise \$\$\$\$, and with your help, I am sure that we can do it! This is a unique opportunity for you to help our community and make a difference in the lives of many people who are in need.

I will send you a follow-up email later to tell you all about the fun and interesting events we have planned.

Thank you.

(ECM name)