



UNITED WAY
Greater St. Louis

CAMPAIGN CHECKLIST

- ☐ Establish a committee. It takes more than one person to run a successful campaign! With companywide representation, people will be more excited and inclined to participate.
- ☐ Set a strategy with your Campaign Representative. (CR) (Don't forget to incorporate Leadership Giving into your efforts!) Don't know who your CR is? Email ecchelpdesk@unitedwaystl.org.
- ☐ Complete United Way's Employee Campaign Coordinator (ECC) training. Stay tuned for upcoming webinars and online learning!
- ☐ Keep an eye on your inbox for the ECC Insider to get campaign tips and info from the pros. The newsletter will keep you up-to-date with ways to make your in-person, virtual or hybrid campaign a success, how to engage your employees, and so much more! Not getting the Insider emails? Reach out to ecchelpdesk@unitedwaystl.org.
- ☐ Set a campaign goal – both total dollars raised or percent of participation are great goals – and confirm that goal with top-level management. Did you know? A goal provides a rallying point for your whole company and allows employees to work together to reach an achievable result.
- ☐ There are several online giving options available for your company's campaign. Talk to your Campaign Representative to find out more about the options that will fit your campaign and help make it a success.
- ☐ Plan fun and engaging events, like a campaign kickoff, and write and schedule communications to employees.
- ☐ Don't be afraid to make the ask! Tip: Have other members of your team make individual outreaches or host small roundtable conversations to talk about the importance of United Way in our community.