

YOUR CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN

- Make sure you have all the materials and have downloaded the PowerPoint, the video, and any other tools you need from the website www.yale.edu/unitedway/tools.
- Make a list of people who gave at the Leadership Level last year and plan to ask them first.
- Make sure you have made your own gift.
- Develop a marketing campaign for your department: what events you will have and when; solicit support from others.
- Display the posters and print more (size 8.5" x 11") from the materials on the tools site.
- Know how to address frequently asked questions from the list of FAQs provided.
- Learn a few of the data elements about kids in our community so that you can use them readily in conversation.
- Give flip cards to Leadership donors or people who are helping you so they can pass on to others to encourage them to give.

DURING THE CAMPAIGN

- Send photos and a brief description of your events to anne.murray-randolph@yale.edu so that she can put them in a newsletter for the campaign.
- Send personal thank you notes to anyone who gives at the Leadership Level or who makes a significant contribution: \$500 or so.
- Make sure to report any contributions to Ernie Huff.

AFTER THE CAMPAIGN

- Make sure to thank everyone who has helped you – with a note or an email.
- Don't stop raising money if we meet our goal – the goal is to go past the \$1 million level.
- Make sure that Ernie has all of your information on donations.

YALE/United Way Champion Guide



YOUR ROLE AS A CAMPAIGN COORDINATOR

INFORM.

Make giving personal and relevant. For instance, ask employees how many cups of coffee they purchase in a week. Would they consider donating that money to United Way to help improve people's lives?

- Understand the data provided on the circumstances of children in our communities.
- Make your pledge first.
- Read through United Way materials and be familiar with how we make positive changes in the community in which you live and work.
- Invite questions and share stories about how people LIVE UNITED and share your own story, too.

ASK.

Most people don't give simply because they were never asked. Personal contact and a positive attitude are critical to your campaign's success.

- Start off with people who already donate.
- Encourage payroll deduction. It's the easiest way to give.
- Ask co-workers you know first.
- Challenge donors to increase their giving by small amounts.
- Provide incentives for giving. Not all incentives need to cost money.
- Incentive ideas: athletic tickets, Friday Jeans Day, Sleep-in Pass, parking pass, Halloween Party, Winter Beach Party.
- Tell people about the rollover option with payroll deduction.

THANK.

Everyone appreciates being thanked. Be sure to thank them for their participation throughout various stages of the campaign, in addition to thanking them for their actual gift.

- Send handwritten notes to donors and volunteers.
- Display United Way thank you posters throughout your building.
- Thank people personally at your wrap-up event.
- Post campaign results on intranet.

WHAT DOES IT MEAN TO LIVE UNITED?

It means working together to reach our mutual goals as a community. In your role as a United Way Champion, you have an opportunity to take a stand on behalf of the community and inspire others to take action.

United Way is working to advance the common good by focusing on education, income, and health. These are the building blocks for a good life.

ADVANCING THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable, and when people have good health.

EDUCATION, INCOME, & HEALTH

There are basic things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health.

LASTING CHANGES

United Way works to meet basic needs and make long-lasting changes by addressing the underlying causes of problems and preventing them from happening in the first place.

LIVE UNITED, A CALL TO ACTION

Together, united, we can change what we see in our world. We invite you to be part of the change; to inspire hope and create opportunities for a better tomorrow.



GIVE EVERY CHILD A CHANCE