

Campaign Organization Tips

Campaign Team

"The more the merrier!" Recruit a team of employees for your campaign that represents all segments of your organization.

Be sure to include your *Loaned Employee* in your campaign team. A *Loaned Employee (LE)* is a specially trained volunteer from a local organization whose role represents an extension of the Monadnock United Way staff during the campaign and who is prepared to assist in conducting and monitoring a number of employee campaigns like yours.

Campaign Time Frame

Keep it short and simple. The length of your campaign should be determined by the size of your workforce and how easy it is to gather everyone together.

Company Campaign Goals

Analyze past campaign results, giving trends, and levels of participation to project a campaign goal. To make the goal work as an incentive, publicize your company goal and post progress reports throughout your campaign!

Enthusiasm increases when you have a group that promotes the advantages of investing in Monadnock United Way. Have your campaign team brainstorm for creative ideas, incentives, and competitions.

- ✓ **Set a challenging goal** – i.e. an increase over last year's total dollars raised.
- ✓ **Set departmental or other team goals** to promote friendly competition.
- ✓ **Set a separate goal/incentive for first time contributors** to encourage increased participation.