

LIVE UNITED



Monadnock United Way

Monadnock United Way provides assistance and resources that an Employee Campaign Chair will need to implement strategies to maximize their company's campaign success. As you begin preparing for your campaign, be sure to visit <https://www.muw.org/campaign-kit> for ideas and resources in the Campaign Kit.

Campaign Management Timeline and Checklist

Before the campaign:

- Review prior year's campaigns and giving history
- Review MUW's list of suggested campaign themes and incentives
- Involve your CEO—our strongest and most successful campaigns start at the top.
 - Ask for confirmation of this year's corporate gift before you begin.
 - Ask for visible support from executive/management teams during campaign.
 - Discuss options for incentives to encourage participation.
- Meet with your payroll department to verify if you are using payroll deduction, online pledging, or a combination. (*NOTE: if using online pledging, you will have to contact MUW staff to set up a Mobile Cause page via their portal.*)
- Review and approve budget (for incentives and raffle items) with CEO, HR/payroll
- If you are using a Loaned Employee from MUW, invite them to attend a campaign planning meeting and help with the kickoff. Be sure to involve them and use them as a resource!
- Recruit your campaign committee and assign responsibilities to all members
 - Set regular team meetings
 - Develop campaign goals and identify opportunities to increase results
 - Set campaign dates: the most effective campaigns are 1-2 weeks long
 - Outline the structure of your kickoff (agenda, theme, speakers, activities, raffles, incentives, etc.); refer to sample campaign agenda from MUW
 - Make the kickoff event fun and engaging for employees and be sure to communicate goals, timeframe, activities, and incentives
 - Determine your communication plan (how you will solicit employees)
 - Familiarize yourself with the ECC FAQ sheet
- Schedule your CEO, Loaned Employee, MUW staff, and other speakers for your kickoff
- Get campaign materials from MUW or refer to <https://www.muw.org/campaign-kit>
- Communicate all your plans with your Loaned Employee and MUW office.

During the campaign:

- Create energy and awareness: send an informational email regarding your campaign (refer to email templates from MUW), place posters in high traffic areas, post information on your intranet, announce at staff meetings, use payroll stuffers, etc.
- Conduct the campaign kickoff event
- Make sure that everyone is given the opportunity to contribute at the kickoff, at meetings, by visiting HR, etc.
- Maintain company's enthusiasm by sending follow-up communications highlighting the impact of a donation, current company campaign totals, any raffle prizes still up for grabs, campaign deadline etc.
- Track and publicize your campaign progress to employee, your Loaned Employee, and MUW staff
- Follow-up with any individuals who have yet to turn in their pledge forms
- Lean on MUW and your Loaned Employee for assistance

After the campaign:

- Collect all pledge forms from your employees—even those that are not filled out
- Submit pledge cards to your company's payroll department.
- Total the results on your Workplace Campaign Envelope, filling in all the details
 - Include totals for pledges, one-time donations, raffle/incentive monies, and corporate pledge form and/or corporate matches
- Photocopy your employee pledge forms and give to your payroll department
- Place original pledge forms, corporate pledge form, cash and checks into the Report Envelope.
- Arrange to deliver the envelope and leftover campaign materials to MUW offices (either via MUW staff, Loaned Employee, or dropping the envelope off yourself).
- Thank everyone, celebrate your success, and report final campaign totals to employees and leadership
- Conduct debrief with your team, HR/Payroll, and CEO
- Leave good records for next year
- Complete post-campaign survey from MUW (will come in an email)

Year-round engagement

- Sign up for our e-newsletter, the U-Review
- Friend us on Facebook and follow us on Twitter
- Share MUW updates and news with employees on a regular basis throughout the year so they can see their donations at work
- Work with MUW office to engage new hires and retirees
- Participate in additional opportunities to increase employee involvement such as MUW volunteer event Day of Caring