

# Your Campaign Plan for Success



United Way of Greater Chattanooga

Organization: \_\_\_\_\_ Chief Executive: \_\_\_\_\_

**Chief Executive**

Last Year This Year

Increases the corporate gift

Appoints a senior-level executive as Employee Campaign Chairman (ECC)

Appoints a senior-level executive as Leadership Gifts Chairman (LGC)

Authorizes an Employee Campaign Committee

Authorizes payroll deduction and authorizes continuous giving

Sends endorsement letter to employees

Speaks at employee meetings

Approves and supports a campaign goal

Makes a personal leadership gift

Agrees to a CAN-DO\* for the organization

Approves company time for:

Committee meetings   Agency tours

Solicitor training   Employee meetings

Meets with Union leadership (if applicable) to secure their support for the campaign

**Employee Campaign Chairman**

Last Year This Year

Attends Campaign Leaders Training

Appoints a capable and enthusiastic Employee Campaign Manager (ECM)

Appoints a capable and effective Campaign Communications Chairman

Works with the Leadership Gifts Chairman and Union leadership

Makes a personal Leadership Gift

Speaks at employee meetings and campaign events

Leads the Employee Campaign Committee in analysis of past performance

Reviews/approves goal recommendations and Campaign Plan

**Leadership Gifts Chairman**

Last Year This Year

Attends United Way Campaign Leaders Training

Identifies potential Leadership Givers and solicits executive staff

Determines method of solicitation:

One-on-One   Group   Combination

Sets goal for leadership gifts

Provides recognition for gift level achievements

**Employee Campaign Manager**

Last Year This Year

Attends United Way Campaign Leaders Training

Organizes and leads Employee Campaign Committee

Develops campaign timetable

Determines method of solicitation:

One-on-One   Group   Combination

Arranges Solicitor Training

Arranges employee meetings

Reports results to United Way weekly, including payroll deduction forms, cash, checks, designations and Leadership Givers information

**Campaign Communications Chairman**

Last Year This Year

Recommends effective campaign communications strategies tailored to the organization

Works to identify employees of the organization who have received United Way services and are willing to share their stories

Develops campaign publicity and events

Utilizes company publications to educate, publicize and promote campaign progress

Plans tours, speakers, promotions, events and recognition

**Campaign Pledge Report Manager**

Last Year This Year

Schedules, prepares and organizes weekly reports to United Way including:

- Payroll deduction pledges by donor, amount and totals
- Designations and leadership gifts
- Payment schedules
- Cash, checks, direct billings, credit cards, stocks or "other"

Provides contact information to confirm billing address and pledge payments

**Employee Campaign Committee**

Last Year This Year

Attends United Way Campaign Leaders Training

Recommends improvements after analyzing past campaigns for strengths and weaknesses

Determines campaign potential, percent of potential achieved last year and establishes goal

Identifies solicitors (one to every fifteen employees)

Develops departmental competition

Develops incentives

Develops special events throughout the year to supplement the campaign

Ensures "new-hires" receive information and are asked to give

Develops a campaign among retirees

I / we agree to implement the above items in our United Way campaign.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

### Five steps to find your Giving Potential!

**1** Find your Total Potential using one of two formulas:

$$\frac{\text{Total payroll} \times .01}{\text{Your organization's Total Potential}} = \text{Average annual wage} \times \text{Number of employees}$$

**OR**

$$\frac{\text{Your organization's Total Potential}}{\text{Number of employees}} = \text{Average annual wage}$$

**2** Last year's amount raised: \_\_\_\_\_

**3** Percent of total potential achieved: \_\_\_\_\_%

**4** This year's goal: \_\_\_\_\_

**5** Percent of potential goal: \_\_\_\_\_%



\* CAN-DO = Campaign Analysis Now - Developing Objectives is an intensive half day campaign evaluation, problem solving and program development process. Recommended participants include current and past Employee Campaign Managers, Leadership Chairmen and representatives from senior management, labor and key employee departments.