

# Ten Steps to Running a Smashing Campaign

## STEP EIGHT: Closing the Deal

The race isn't over until you cross the finish line... let's say that again... the RACE ISN'T OVER UNTIL YOU CROSS THE FINISH LINE.

You've done a great job, you've run a great campaign, and you're all high-fiving each other. The stuffed pledge envelope is sitting there pretty on the corner of your desk.

Pssst... you're not finished yet.

*When a butterfly flaps it's wings...*

There is an old saying that when a butterfly flaps it's wings in Brazil it causes a tornado in Kansas... when that pledge envelope takes up residence on the corner of your desk... well...

Here's the deal, when the United Way doesn't have figures to report, the community investment volunteers are unable to allocate the money you just spent weeks raising.

Then the community partners that you want to donate to are unable to make plans for the programs you love.

We must have an official document (yep that envelope is official) in order to enter pledges in our books. We must have these to satisfy the auditors... which in return gives you an assurance that your donations are being used for what they were intended... helping others.

## Making It Happen...

Report the information required on the Pledge Envelope and enclose the following:

- Pledge card copies for all gifts
- Raffle ticket stubs to all donors who qualify and filled one out (put in raffle envelope)
- Signed corporate pledge card
- A list of all Leadership Givers (\$1,000) and Step-Up Bridgebuilders (donors under 45 who donate between \$500-1,000)
- Put all designated pledge cards together and make sure they have printed out their home address if they would like acknowledgement for their gift
- Do not include previously reported totals
- Return all unused materials (pledge cards, posters, etc.) with your final report
- Call the United Way offices when your campaign report packet is ready to be picked up (295-1650).