

Ten Steps to Running a Smashing Campaign

STEP SIX: Shout It From the Rooftops

Ok... that might be a little annoying... however, people are more willing to support a cause if they understand what they are being asked to support.

While we've been around for over 87 years... don't assume that people are familiar with the United Way.

The more publicity and excitement you can generate for the campaign, the better the results.



Making It Happen...

- **Employee Publications-** Contact the United Way Marketing Department for newsletter articles focused on the impact that United Way makes in our community. Solicit stories from within your own walls from people who have had their lives changed because the United Way supported a service they needed.
- Special office displays in heavy traffic areas.
- **Bulletin boards-** Feature employees who are United Way volunteers or who may be willing to share their own personal story of how they were helped.