

Ten Steps to Running a Smashing Campaign

STEP THREE: Team Sport vs. Individual Event

The United Way Campaign can be either a team sport or an individual event.

TIP: If you are the coordinator at a large business with over 100 employees, don't attempt to do this job alone!

Everyone knows that recruiting is the key to a successful team and a winning season. You know the people in your organization who have energy and excitement and get everyone else motivated.

Look beyond your circle... find people with passion who represent the different areas of your company. Include management, major divisions and organized labor. Support from payroll, clerical, communications, human resources, marketing and finance can really be helpful.

Your campaign committee will help you manage your organization's campaign and communicate with your employees.



Get the RIGHT People On The Bus...

When you're thinking of who to ask to be on your team, consider:

- Do they have leadership ability
- Are they "doers"
- Are they personally generous as givers (it's much easier to ask others to give if you are already giving)
- Are they people that other people want to work with?
- Can they work within a deadline?
- When they talk do people listen? Can they communicate a message?



Making It Happen...

Once You're On the Bus... Figure Out Where You're Going
Things to decide:

Our campaign will begin on this date:	
Our method of solicitation will be: (see step 7)	<input type="checkbox"/> Group Solicitation <input type="checkbox"/> One-on-One
What fun events will we host?	
What incentives will we use?	
How will we publicize our campaign?	
Will we use a special event to raise more money? What will it be...	
What's our time table (see "getting organized section")	
Set the goal (see step 1 & 4 for guidance)	

NOTE: If you are a coordinator at a small business, a team may not be necessary.