

Ten Steps to Running a Smashing Campaign

STEP TWO: Gettin' Your Boss On-Board

What's the key to success in any job? Having your boss' support...

Guess what? The key to a successful United Way campaign is also the support of your CEO.

The great news is that someone in your company already thinks you're "hot stuff" because they chose you to organize the United Way campaign! Congratulations!



Making It Happen...

Keeping your CEO in the loop and involved can be as easy as asking them to:

- Endorse the campaign strategy.
- Help identify additional team members that will adequately reflect the employee workforce.
- Send personal letters of endorsement and follow-up to employees. (see samples in "getting organized" section)
- Make a few brief statements to each group solicitation endorsing the company's commitment to Elkhart county with the United Way campaign and speak to the credibility of the United Way here in our county. (you'll find talking points and United Way facts in the "getting organized" section)
- Approve incentives to be used for the campaign. (be creative... they do not always have to be monetary. See examples in the "getting creative" section)
- Solicit top management for leadership gifts (of \$1,000 or more) which will set the pace for giving and provide leadership by example. (for more information see "giving programs" section)