



You're an Employee Campaign Manager? **THAT'S A REALLY BIG DEAL!**

Welcome to United Way, and thank you for joining a movement to create lasting change in our region. Together we are embarking on a journey that will make an indelible mark on your community, your company and your colleagues.

Your role as an Employee Campaign Manager (ECM) is critical. You are our messenger for change and a champion of financial opportunity for families and educational success for children and youth.

We know that as an ECM, taking on the responsibility of your company's fundraising campaign is a lot of work in addition to the job you do each day. We are here to support you in everything you may need to help make your company's campaign a success.

This guide will give you a step-by-step timeline to help you plan, implement and achieve your company's fundraising goals.

We believe in harnessing the power of everyone working together to create positive, lasting change for people in need. ***Without you, we could not reach the individuals you work with and unite those who want to make a difference.***

We can't thank you enough for your time and commitment!

Your Campaign Timeline

Six Weeks before Kickoff

- Meet with your CEO and/or senior manager to enlist their help in championing the campaign
- Determine staff needs for all campaign positions – campaign chair(s), leadership employee campaign manager, communication manager, HR/payroll representative
- Recruit and confirm campaign committee
- Determine agenda and training for campaign committee
- Meet with your United Way relationship manager(s)
 - Review strategy and results from last year's campaign
 - Choose campaign dates
 - Plan volunteer projects
 - Review electronic campaign requirements (ePledge)

Four Weeks before Kickoff

- Have your first campaign committee meeting
 - Purpose: helps organize and communicate with employees
 - Develop a plan and discuss campaign tactics and timing
 - Explain leadership campaign strategy, leadership giving societies
 - Plan and schedule leadership event
 - Check/order campaign materials
 - Request agency speaker(s) and/or tours with your United Way relationship manager
 - Talk with HR to establish a plan to solicit retirees
- >> Go to UnitedWayMassBay.org/CampaignMaterials to check out campaign materials**

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Two Weeks before Kickoff

- Work with your United Way relationship manager to create personalized leadership pledge forms
 - Have CEO or campaign chair create personal endorsement or support
 - Send to all employees
 - Include in leadership packet
 - Include on ePledge welcome screen
 - Have department managers announce the campaign at staff meetings
 - Solicit retirees
- »» Go to UnitedWayMassBay.org/CampaignMaterials for sample letters

One Week before Kickoff

- Launch campaign communications and promotional materials
 - Train and solicit campaign representatives from each department
 - Send CEO communication to all employees (letter or eMail)
 - Launch leadership campaign with event and solicitation
 - Test ePledge system
- »» Go to UnitedWayStore.com for United Way branded materials

During the Campaign

- Hold a kickoff event to build enthusiasm for the campaign
 - Hold special events for colleagues from every level to make your campaign fun and successful
 - Publicize results of the leadership campaign
 - Conduct employee solicitation and encourage 100% participation
 - Hold giveaways and drawings for those who have returned the pledge form
 - Confirm that campaign representatives have talked to all employees
 - Follow up with past contributors who have not yet responded
 - Report progress to all employees regularly and submit interim progress report to United Way
- »» Go to UnitedWayMassBay.org/CampaignMaterials for ideas on kickoff events

Soon After the Campaign – Wrap Up

- Work with your United Way relationship manager to develop a strategy for those who have previously given but have not yet responded
 - Determine final results and meet with CEO/ Campaign Manager to discuss
 - Announce total amount raised to employees
 - Conduct final meeting with campaign committee
 - What worked, what didn't
 - Suggestions for next year
 - Thank / recognize all contributors
 - Submit final results to United Way
 - Discuss implementation plan for the company's new hires
 - Discuss the possibility of a rollover campaign
 - Hold thank you event(s) (link to suggestions)
 - Discuss year round engagement with United Way relationship manager
 - Select chairs for next year's campaign
- »» Go to UnitedWayMassBay.org/CampaignMaterials for thank you letters

For more information please visit UnitedWayMassBay.org/CampaignMaterials

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