

**Campaign Handbook**

**2018-2019**

Objective: Implement and evaluate an inclusive campaign plan, strategy and timeline to maximize resources and cultivate new markets.

* Become fully knowledgeable about the United Way of Rockingham County; its mission and goals, through attending meetings, visiting programs and services our organization supports, and reviewing materials and past campaign results.
* Recruit local community leaders to serve as members of the Campaign Cabinet and assist with the development and implementation of campaign strategies.
* Call on Chief Executive Offers and members of senior management to ask for their support. Effective corporate involvement is critical to a successful campaign.
1. Make an effective case for the United Way.
2. Update the CEO on the status, accomplishments and goals of our United Way and its’ campaign.
3. Address any questions or concerns.
4. Thank the CEO and the company for its past support.
5. Review the company’s past support including corporate gifts and employee campaign totals (also any awards they may have won).
6. Gain support for the campaign through the corporate gift and agreement to conduct another employee campaign.
7. Ask the CEO to establish, promote, support and endorse a challenging goal for the employee campaign. Ensure the CEO appoints an enthusiastic, well-known and well-respected employee to lead the employee campaign effort.