


# WHAT TO DO FIRST, NEXT AND LAST

## The Weeks Leading Up to Your Campaign

- Attend Mile High United Way's Campaign Leader Summit.
- Meet with your Donor Relations Representative.
- Map out your Campaign Timeline with dates and targeted campaign goals.
- Ask about setting up our online giving tool, United eWay.
- Support your campaign success by ordering materials from your Donor Relations Representative including brochures, pledge forms, and campaign posters.
- Request the Mile High United Way Campaign Video to show at your kickoff. A limited number of guest speakers are available as well but must be requested in advance.
- Meet with your CEO and/or senior management support on the campaign and targeted goals. Finalize targeted campaign goals including: total dollars, number of leadership givers, and desired percent of employee participation. Recruit and train your campaign team!
- Ask past Mile High United Way donors or members of senior management to "set the pace" by announcing their renewed gifts and announce any company match or NEW gifts so that there's a benchmark.



To create a meaningful giving experience, develop a campaign theme unique to your organization.

## During your Campaign

- Distribute pledge forms or information about online giving through eWay.
- Send follow-up emails once a week to keep up the enthusiasm. Include community facts and success stories that you can get from Mile High United Way.
- Hold additional events and meetings (bake sale, raffle, food drive, volunteer day, etc).

## Before Your Campaign Concludes

- Send reminder email that your campaign is concluding and contribution forms need to be submitted.

## After Your Campaign Concludes

- Collect pledge forms. Your Donor Relations Representative will supply you with the Campaign Reporting form and a cash confirmation form, and will assist you in finalizing the campaign.
- Announce pledge results to all staff and thank employees with a letter, email, or event. This is a great time to remind them of the Mile High United Way website where they can learn about how their investment is working in the community.
- Thank your campaign team, those who gave at the Leadership level and/or other special groups.
- Gather feedback and notes for next year.

**Congratulations** – You've just completed a successful campaign! Look out for an invitation in early summer to our annual campaign Celebration event where we celebrate the collective investment and impact to our community.



MILE HIGH UNITED WAY BELIEVES IN THE POWER OF ONE.  
ONE Person, ONE Family, ONE Company, ONE Community.  
See what you can do.

**LIVE UNITED**

