

10 Steps to Success

Our experience tells us that the most effective and rewarding campaigns follow the ten best practices outlined below. Your Donor Relations Representative is available to help you achieve each of these steps.

Step 1: Utilize Mile High United Way's Experienced Staff and Resources

- Attend the Campaign Leader Training.
- Keep in touch regularly with your Donor Relations Representative.
- Refer to our online toolkit and the MHUW website for up-to-date news on our work in the community.

Step 2: Secure Support from the Top

- Ask your CEO to actively support the campaign by renewing or increasing their corporate gift.
- Develop a budget for events and incentives.

Step 3: Build a Strong and Diverse Campaign Team

- Recruit a campaign committee that includes representatives from as many departments as you can throughout the organization.
- Train and educate your team(s) about Mile High United Way, then assign responsibilities.

Step 4: Develop a Campaign Plan

- Review your campaign history with your Mile High United Way representative to identify growth strategies and techniques.
- Set your campaign goal, timeline and theme.

Step 5: Promote and Educate

- Publicize your campaign through your company newsletters, with posters, email reminders, etc.
- Contributors who understand or experience important issues in the community are more eager to get involved and give.
- Consider creative ways to communicate “the ask” – paycheck stuffers, emails, bulletin boards.
- Ask employees who have given in past years to speak about their experience at kickoff or have them write a short paragraph “testimonial” you could use to support the campaign.

Step 6: Make Kickoff Exciting

- Make your own pledge to the campaign.
- Communicate:
 - Management support
 - Campaign goals and activities
 - How to make a gift
 - When the campaign ends
 - Play the Mile High United Way campaign video.

Step 7: Make “the Ask”

- Distribute pledge forms & brochures to all staff.
- Make sure everyone is asked for a gift through group rallies and/or one-on-one conversations.

Step 8: Establish a Leadership (\$1,000+) Giving Program

- Hold smaller, more targeted events to educate prospective Leadership contributors about community needs and the unique benefits of investing at the different levels.
- Ask your MHUW representative about other local companies' annual Leadership challenges that can provide incentive.

Step 9: Monitor Progress and Report Results

- Hold a mid-campaign review with your MHUW representative to see if you're on track with goals.
- Transmit all pledge forms to MHUW within two weeks of closing your campaign.
- Share your results with employees and thank them for their support.

Step 10: Stay Involved Year Round

- Attend events such as Turkey Trot and the Women's Leadership Luncheon.
- Refer to our website for current Success Stories (*Initiatives in Action*) about recipients of the community's collective generosity. Include these success stories in your organization's newsletter, or email the stories to all staff.