

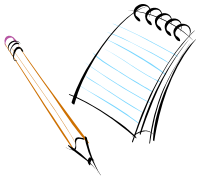
Who to involve in your campaign

You

As Campaign Leader, you will lead the planning, implementation and evaluation of your organization's annual campaign. Because you will be asking others to give, it is important that you understand Mile High United Way's work in the community, and are able to communicate the benefits of giving, based on personal experience. Your MHUW Donor Relations Representative will guide and assist you with all your campaign needs and keep you informed about community issues and successes throughout the year.

As the Campaign Leader, you will be asked to:

- Work closely with your Donor Relations Representative in creating a campaign strategy that includes:
 - Visible support from top management
 - Goals to increase giving
 - Leadership Giving
 - Educating employees about Mile High United Way
 - Giving everyone a chance to give;
- Assemble a campaign committee that represents all levels of your organization;
- Prepare and submit pledge forms and campaign reports; and
- Evaluate your campaign and make recommendations for next year.



Tip!

Provide training for your entire campaign team before kickoff. Successful asks require knowledgeable campaigners who are comfortable asking for a pledge.

Your Company CEO and members of Senior Management

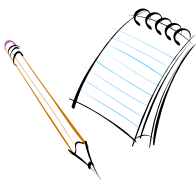
Visible support from company leadership is vital to your success. Ask your CEO and Senior Management to endorse the campaign personally to all staff in a presentation, e-mail or letter (templates are available on pages 21-23 of this toolkit and online at www.unitedwaydenver.org). A corporate gift provides a strong example of your organization's commitment to the community where its employees live and work.

Ask your CEO or Senior Management to host Leadership group meetings and invite individuals from your staff who have the ability to contribute \$1,000 and above.

A Campaign Committee

Recruit volunteers from all areas of your organization to participate in the following activities:

- Campaign oversight of your company team
- Educate employees about the collective power of generosity and MHUW's three initiatives
- Conduct employee and Leadership group meetings
- Organize special fundraising events
- Track campaign results and reporting success



Tip!

A group rally doesn't have to require an extra meeting. You can easily build it into a regularly scheduled meeting by asking for 15 minutes on the agenda.