



UNITED WAY
Greater Toledo

TOP 5 CAMPAIGN ACTION STEPS

1. Plan for your campaign

- Recruit a Campaign Committee
- Determine dates and timeline

2. Set your campaign goals and strategies

- Set goals for company-wide philanthropy and employee engagement
- Work backwards, and think of strategies that will help you reach those goals

3. Make it engaging and fun

- Determine company incentives, raffles, or prizes
- Host a kickoff event with presentation from a DO or partner agency speakers
- Implement employee engagement games or activities
- Celebrate with a wrap-up event

4. Communicate during your campaign

- Share your own UW story
- Look at reports and follow up with donors
- Stay in touch with your DO
- Say “Thank you!”

5. Engage with United Way year-round

- Join our Donor Appreciation Rewards Program
- Attend a volunteer event
- Join an affinity group

Campaign
Manager Toolkit

