

Check out the Ambassador Resources available on our website at [UnitedWaySWMN.org](http://UnitedWaySWMN.org) Campaign Toolkit tab

Questions? Email us at [unitedway@unitedwayswmn.org](mailto:unitedway@unitedwayswmn.org)



United Way  
of Southwest Minnesota

GIVE.

ADVOCATE.

VOLUNTEER.

# Campaign Planning

## Campaign Planning

New Ambassador? Not sure what to do or where to start? Check out our "**Campaign Basics - 10 Steps to Success**" which provides step-by-step guidelines and best practices.

Set a campaign goal to encourage employees to aim higher this year. Goals can be monetary or based on participation. Use our handy dandy customized **goal sheet** to set yours!

Feeling overwhelmed and need more help?

Use our **Campaign Checklist** to formulate a plan that works for your workplace.

If you have questions, would like help brainstorming ideas, or need more recommendations, just let us know! We're always happy to meet with you! **Email us today to set up a meeting!**

## Campaign Communication

Raise awareness about your campaign by hanging posters throughout your workplace. We have several **posters** ready to download and print!

Schedule a kick-off event with a United Way guest speaker.

Make sure all employees get a copy of the UWSWMN Impact Sheet.

If you've set a goal for your campaign, use one of our **goal thermometers** to hang up in your workplace to track your progress and encourage employees to pledge.

Advertise your campaign on your employee intranet, in company newsletters, on bulletin boards, in e-mails and more! **United Way logos** are available online.

## Campaign FUN!

Have fun with your campaign by choosing a theme and planning all activities, fundraisers and food around that one theme. This year's campaign theme is "**Every Person. Every Community.**"

Jean Days for United Way are a great, easy supplemental fundraiser to your employee campaign. Give everyone who pays to wear jeans a **sticker** to show they support United Way!

**Incentives** are a great way to encourage employees to give AND say thank you! Several easy, inexpensive options are ready to go on our website!

Looking for even more fun ideas for your campaign? Check out our "**Fun-Raiser & Special Event Idea**" list for even more ideas that will work for your workplace team!

## Saying Thank You

Did you know? You should thank donors a total of seven times for their one gift! Don't forget to thank your donors for their support of your campaign, even if it's just a **quick thank you e-mail**.

Have a campaign wrap-up party to celebrate your fundraising success. It can be a lunch, an ice cream party, cupcakes, or whatever you choose!

**Thank you posters** and other **thank you graphics** are available to download and print from our website.

**Schedule a campaign check presentation photo with United Way to celebrate a fantastic investment in SW MN!**