

10 STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN



Strong leadership, clear goals, and engagement drive successful campaigns.

1

SHARE YOUR STORY

Leadership sets the tone. Share why United Way of Greater Lafayette matters to you and why the campaign is important to your organization.



2

ANALYZE PAST CAMPAIGN RESULTS

Review participation, giving levels, and feedback from prior campaigns to identify opportunities for growth.



3

SECURE TOP-LEVEL SUPPORT

Visible endorsement from executives builds credibility and signals that community impact is a company priority.



4

FORM A PLANNING COMMITTEE

Recruit enthusiastic employees from across departments to help plan, promote, and energize the campaign.



5

HAVE A CAMPAIGN KICKOFF

Launch with a clear goal, timeline, and message to build excitement and momentum from day one.



6

PROMOTE & EDUCATE

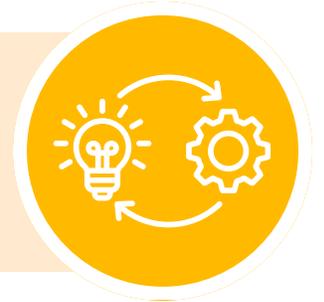
Share stories, impact data, and giving options so employees understand how their contributions help the community.



7

IMPLEMENT YOUR CAMPAIGN PLAN

Execute events, communications, and giving opportunities that make participation easy and engaging.



8

REPORT RESULTS PROMPTLY

Share participation rates and fundraising progress to maintain transparency, celebrate progress, and build momentum.



9

SAY THANK YOU

Recognize donors, volunteers, and leaders. Gratitude reinforces generosity and strengthens future engagement.



10

UTILIZE NEW HIRE & RETIREE PROGRAMS

Invite new employees to participate during onboarding and provide options for retirees to continue supporting community impact.



GIVE BACK. TAKE ACTION. GET INVOLVED.