

Be a Key Person

Key people are what make a United Way campaign successful.

I. Getting Started

- A. Confirm CEO endorsement for your campaign. (Your Campaign Committee can help with this.)
- B. Select a Campaign Committee to help you. (These are your planners and workers).
- C. Review your prior year campaign: What worked? What did not?
- D. Find out how other employees felt about prior campaigns, about United Way.

II. Planning the Campaign

- A. Establish a schedule. We have found that short, concentrated campaigns are most effective.
- B. Set financial and participation goals for the campaign.
- C. Develop a campaign strategy.
- E. Establish a plan to educate and interest employees about United Way and the campaign.
 - United Way Agency Presentations
 - Employer matching challenge
 - Days off
 - Special Parking privileges
 - Prizes
- F. Plan solicitation methods and schedule.
 - Personal solicitation is most effective.
 - Department solicitation is useful in larger places of business.
- G. Approve payroll deduction option.
- H. Establish in house monitoring and communication throughout campaign.
- I. Plan how to thank your work place.

III. Running the Campaign

- A. Stay involved.
- B. Monitor your progress.
- C. Check campaign progress against the goals you have set.

IV. Wrapping Up the Campaign

- A. Express appreciation to those who helped you run the campaign.
- B. Report results to fellow employees and THANK THEM!
- C. Report results to United Way – see that everything is carefully and completely documented.
- D. Evaluate your campaign. Produce a summary report to help next year's key person.

The role of a key person calls for good organization and leadership skills, thorough communication and enthusiasm, and energy and commitment to the United Way. Planning, structure and follow-through are key to a successful campaign. Remember, you and other volunteers in your workplace have full support and backup from the Somerset County United Way office!

GIVE. ADVOCATE. VOLUNTEER.