



United Way  
Montcalm-Ionia Counties

# CAMPAIGN CHECKLIST

## PARTNERING: YOUR COMPANY AND UNITED WAY

Businesses are central to United Way's success, providing key leadership on our board, insight to community issues, thousands of volunteers who take a hands-on role in getting things done, and the financial resources to make progress on hunger, homelessness and other issues. Here are some tools and ideas to get your business more involved in United Way's work.

## CAMPAIGN RESOURCES

Everything you need to make your United Way workplace campaign fun, easy, and wildly successful. When you are ready to get started, download the Campaign Toolkit of available materials at <https://www.liveunitedm-i.org/campaign>. If there is anything else you need contact United Way's office and they will work to get it to you as soon as possible.

## STEPS TO A SUCCESSFUL CAMPAIGN

- 1. MEET WITH UWMI STAFF** Feel free to call us, or stop by our office to see first hand the different programs that we offer. We can help guide you and/or provide tips for a successful campaign. You can also schedule a short presentation by our Executive Director, Terri Legg, during an employee meeting or during a lunch or break time.
- 2. ASK WORKPLACE LEADERS TO ENDORSE THE UNITED WAY CAMPAIGN** Recruit a team, get management on board, and plan an exciting campaign that's unique to your organization. Make the connection that giving back through United Way is part of your work culture and fills a philanthropic mission to give back to your community.
- 3. EMAIL THE INFORMATION TO YOUR STAFF ALONG WITH THE PLEDGE FORM LINK** This year we have added an online opportunity! Simply follow the link provided for your business/school's individual pledge page. The pledge results will be compiled by the United Way office and sent to your payroll department.
- 4. SHARE THE INFORMATION IN PERSON AND/OR PROVIDE HARD COPY PLEDGE FORMS** You should have been provided hard copy documents. Make sure these forms are available to employees by placing them in a common area such as a lunch or break room. Your staff may mail the form to us, or turn it into you so you can mail it to our office to include in your overall campaign. If you need more copies, United Way can provide you with more.
- 5. MAKE IT FUN** Get people revved up about the great work that their donations will support. The key is to mix bite-sized nuggets of compelling information with fun, fun, and more fun.
- 6. RETURN COMPLETED FORMS** Collect all your pledge forms and donations, schedule a wrap up meeting with United Way staff and thank EVERYONE. Then take a deep breath, congratulate your team and celebrate the work you did.

**THIS IS HOW WE LIVE UNITED**