United Way has a road map to campaign success. Follow the “8 Steps” and you have a greater chance of achieving your campaign goals. CEO support and employee meetings, steps 1 and 6, matter the most. The graph on the following page shows how each step contributes to your success.

1. **CEO Support and Involvement**
   - Pledge a company gift (if applicable)
   - Commit to holding employee meetings
   - Conduct an executive briefing
   - Visibly and actively support the campaign
   - Pledge a personal Pillars gift of $1,000

2. **Recruit a Capable, Committed Employee Campaign Manager and Committee**
   - Include one person from each department on your committee. Involve Labor representatives and Loyal Contributors if applicable.
   - Send the Employee Campaign Manager and committee to a United Way training session

3. **Set an Aggressive Campaign Goal/Track Results**
   - Analyze past performance
   - Set an ambitious goal that stretches your team. Goals can include total dollars raised, percent participation and/or Pillars goals.
   - Advertise goal
   - Track and report progress

4. **Work with United Way to Develop a Campaign Plan**
   - Meet with United Way to plan an “8 Steps” campaign
   - Use United Way campaign tools and materials
   - Secure resources for the campaign
   - Plan fun! How does your company LIVE UNITED?

5. **Conduct a LIVE UNITED Leaders Program**
   - Conduct a Pillars meeting
   - Set specific Pillars goals
   - Hold special meetings to ask for leadership gifts
   - Ask senior management to be Pillars

   - Discuss Pillars and leadership giving at all employee meetings
   - Provide special recognition for Pillars

6. **Hold Meetings for All Employees**
   - Schedule 30-minute meetings to reach all workers
   - Include the interactive presentation or custom video from a United Way representative
   - Personalize pledge forms with employee names
   - Ask all employees to return pledge forms, regardless of whether they donated
   - Follow up with all employees
   - Discuss Pillars

7. **Promote, Inform and Have Fun!**
   - Build United Way awareness
   - Publicize campaign events
   - Promote LIVE UNITED, giving, advocating and volunteering
   - Attend the Campaign Kickoff event Sept. 5, 2012
   - Participate in the year-round on-demand Everyday of Caring
   - Ask employees to share personal experiences
   - Have fun!

8. **Thank, Recognize and Report**
   - Have your CEO thank all donors including Loyal Contributors and Pillars
   - Report results to United Way and employees
   - Post internal thank-you messages: signs, articles, and banners
   - Conduct campaign debrief with United Way and campaign committee
What difference will it make to your campaign results if you use the 8 Steps to Success?

Comparative data on employee per capita results from the top United Way campaigns in Central Washington:
8 Steps Not Used. vs. Used

### Per Capita Results

<table>
<thead>
<tr>
<th>Step Description</th>
<th>Per Capita Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CEO Support and Involvement</td>
<td>Not Used: $28.19</td>
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<tr>
<td></td>
<td>Used: $49.96</td>
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<td>2. Recruit a Campaign Manager and Team</td>
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<tr>
<td></td>
<td>Used: $51.11</td>
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<td>3. Set Campaign Goal and Track Results</td>
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<td>Used: $51.81</td>
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<td></td>
<td>Used: $49.03</td>
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<td>5. Focus on LIVE UNITED Leaders</td>
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<td>Used: $51.46</td>
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<td>6. Hold Meetings for All Employees</td>
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<td></td>
<td>Used: $55.94</td>
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<td>7. Promote, Inform and Have Fun</td>
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<td></td>
<td>Used: $49.08</td>
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<td>8. Thank, Recognize and Report</td>
<td>Not Used: $34.90</td>
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<td></td>
<td>Used: $52.46</td>
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</tbody>
</table>

Two steps, CEO involvement (1) and employee meetings (6), make the greatest difference.