



UNITED WAY OF GREATER MONCTON AND SOUTHEASTERN NB

CAMPAIGN KICK-OFF GUIDE

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RUNNING A CAMPAIGN KICK-OFF

Hosting a kick-off event in your organization is the opportunity to share with your colleagues the details of your campaign, such as:

- Fundraising goal, campaign dates, and other important information
- Your Campaign team members
- The incentives and activities your Campaign will host to support fundraising efforts
- The link to the donation site and how to use it

Your colleagues can also learn more about United Way by inviting staff members or volunteer speakers, to share about the impact of their donations on our community.

KEY CONSIDERATIONS AND PLANNING

Decide if your event will be in-person, virtual or a hybrid of both.

Build your agenda outlining key points you want to share with your audience.

- Share stories provided by United Way of the impact of donor dollars
- Invite your CEO or other executives to take part and speak
- Share fundraising goals, campaign timelines and planned activities
- Set clear calls to action such as how to give and join in campaign activities

TIP: Choose a theme or an activity and make it fun!
Keep it no longer than an hour.

Activity examples:

- Guest speaker from United Way
- United Way event participation (ie: United by Song)
- United Way and Company trivia
- Group sharing (e.g. "Why I care about community.", "Which issue resonates with me?", "Why I give.")
- United Way impact video(s)

United Way can facilitate interactive activities with your colleague group, to educate and inspire their support. Connect with your staff partner to discuss options.

TIP: Send donation link immediately after event!



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SIMPLE STRATEGIES GUIDE

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5 STEPS TO A SUCCESSFUL CAMPAIGN

STEP 1

Define Your Campaign Goals

Whether this is your first campaign or you are building on past success, start by defining what you hope to achieve.

If you have run a campaign before, review:

- Funds raised
- Employee participation
- Engagement activities
- What worked well
- Opportunities to grow

Then think beyond fundraising.

A workplace campaign can also help:

- Strengthen workplace culture
- Build team connections
- Boost employee engagement and morale
- Encourage volunteering and community involvement
- Show employees your organization cares about local impact

Set goals that are meaningful, achievable, and aligned with your organization's values and team culture. A successful campaign is not just about the dollars raised. It is about creating an experience employees want to be part of.

STEP 2

Build Your Campaign Team + Plan Your Strategy

A strong campaign starts with a strong team.

Recruit a group of employees to help plan, promote, and support the campaign. This may include campaign ambassadors or canvassers who can encourage participation and help share information about the impact of giving.

As a team, brainstorm:

- How will we reach our fundraising goal?
- What activities or events will engage employees?
- How will we build awareness across the workplace?
- How will employees be able to donate?
- How can leadership help encourage participation?

The more people involved in planning and promoting the campaign, the more connected and successful the campaign will be.

STEP 3

Build Your Communications Plan

Create excitement and keep your campaign visible across the workplace.

Share:

- Videos and impact stories
- Campaign updates and timelines
- Information about local community needs
- How United Way is helping people in our region

Your United Way staff partner can provide campaign materials, impact stories, videos, posters, presentations, and other resources to help support your communications efforts.

Use email, internal dashboards, team meetings, newsletters, digital screens, intranet posts, and other internal communication channels to keep employees informed and engaged throughout the campaign.

Consider hosting:

- Virtual or in person events
- Agency or speaker presentations
- Volunteer opportunities
- Campaign kickoff activities

Campaign Ambassadors can also help build momentum by personally inviting colleagues to participate.

For best results:

Encourage one on one, peer to peer conversations whenever possible. Personal conversations help employees feel more connected to the campaign and the impact of their gift.

STEP 4

Celebrate + Thank Your Team

Celebrate your campaign success and recognize the people who helped make it possible.

Thank:

- Employees and volunteers
- Campaign Ambassadors and committee members
- Senior leaders
- Vendors and community partners
- Everyone who participated or donated

Collect and submit donations to United Way, and work with your United Way staff partner to finalize campaign results.

Once complete:

- Announce your fundraising total
- Celebrate your collective impact
- Share the difference your campaign will help make in the community

Recognition and appreciation help build momentum, strengthen workplace culture, and lay the foundation for future campaign success.

STEP 5

Keep the Momentum Going Year Round

A successful campaign does not end when fundraising wraps up.

Continue sharing the impact of donor dollars throughout the year so employees can see the difference they are helping make in the community.

Your United Way staff partner can help provide

- Impact updates and stories
- Videos and campaign results
- Opportunities to participate in United Way events (ie: Day of Caring)
- Ideas to keep employees engaged year round

Seeing is believing.

When employees have opportunities to hear stories, attend community events, and see programs in action, they feel more connected to the impact of their support and more engaged in future campaigns.

Year round engagement can also help:

- Strengthen workplace culture
- Increase employee morale and pride
- Build stronger team connections
- Support employee engagement and retention
- Demonstrate your company's commitment to the community

A workplace campaign is more than a fundraiser.

It is an opportunity to build a stronger workplace and a stronger community together.

