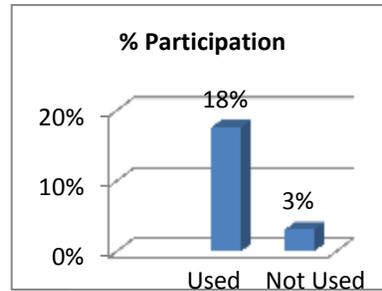


Benchmarks for a Successful Foothills United Way Giving Campaign

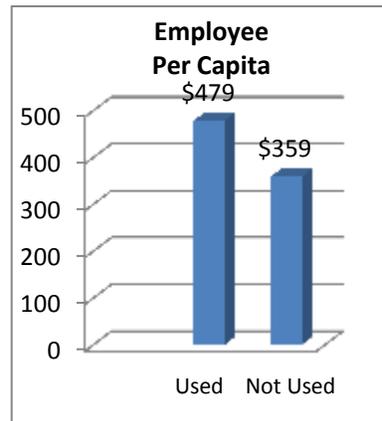
1. Have Visible CEO Support

- Secure support from top level management
- Approve corporate match/donation
- Send communication to all employees endorsing campaign
- Participate in campaign activities
- Allow time for volunteer activities



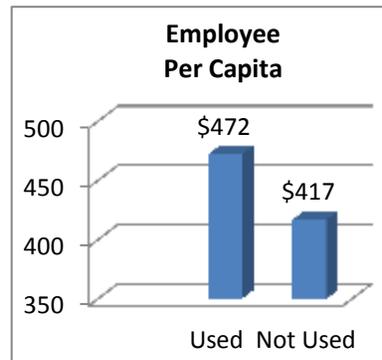
2. Name Executive Chair and Committee to help

- Establish goals for the campaign (overall raised, participation percentage, average individual gift), budget and incentives
- Identify your champions for the campaign with CEO support
- Name committee including employees from many departments
- Bring committee representatives to United Way Best Practices Breakfast
- Identify CO-Chair to lead next year's campaign



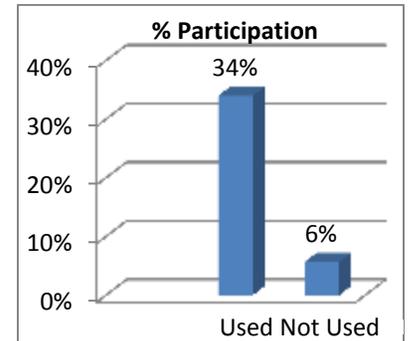
3. Develop a Plan with Timeline and Goals

- What gets measured gets done!
- Develop a campaign timeline and delegate responsibilities
- Encourage your CEO to speak at an all-staff meeting about benefits of participating
- Choose special events tailored to your company culture
- Invite a Foothills United Way campaign speaker and show a campaign video



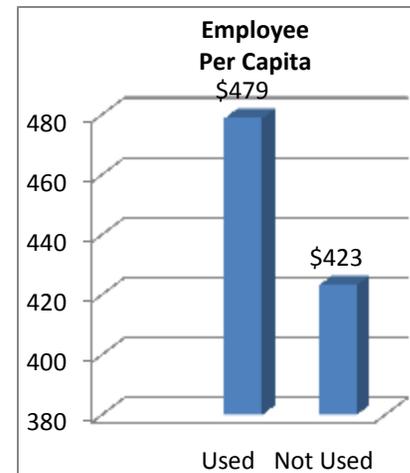
4. Hold Employee Group Meetings

- Have leadership make pledges first
- Make the meetings fun and serve refreshments
- Ask all employees to participate, announce incentives for early pledges
- Send multiple reminders to pledge and the deadline for pledges
- Keep pledge process confidential



5. Celebrate your Success Creatively

- Submit final results to management
- Thank your committee members publicly and all donors with posters, emails and reception
- Recognize leadership and loyal donors
- Send thank you letter from CEO
- Know you have made a difference in our community



Our role is to help make your campaign a success and advance the common good!

LIVE UNITED
Be the Difference.

