8 Steps to A Successful Campaign

**Prepare**

1. CEO Support and Involvement
2. Recruit a Campaign Manager and Campaign Team
3. Learn more about United Way

**Plan**

4. Set a Campaign Goal and Develop a Plan
5. Grow Leadership Group Membership
   - Retire United Emerging Leaders Women United Summit League

**Conduct**

6. Educate Employees at Meetings
7. Make your Campaign fun and engaging

**Conclude**

8. Report your results, thank donors, and continue engagement year round

Companies who commit to using at least 4 of the 8 Steps to Success see an increase in employee participation and giving levels. For more details on each of these steps visit our online resources available on our website at [www.unitedwaymc.org](http://www.unitedwaymc.org).