



# LEAD THE CHARGE BE A CAMPAIGN CHAMPION

LIVE UNITED

## Step 1: Lock Down Logistics

Plan ahead. It's important to launch the campaign with a clear kickoff and wrap it up with a celebration. Set goals. United Way can help you determine the numbers. Once they are set, make sure your colleagues know what they're working toward.

## Step 2: Recruit Your Team

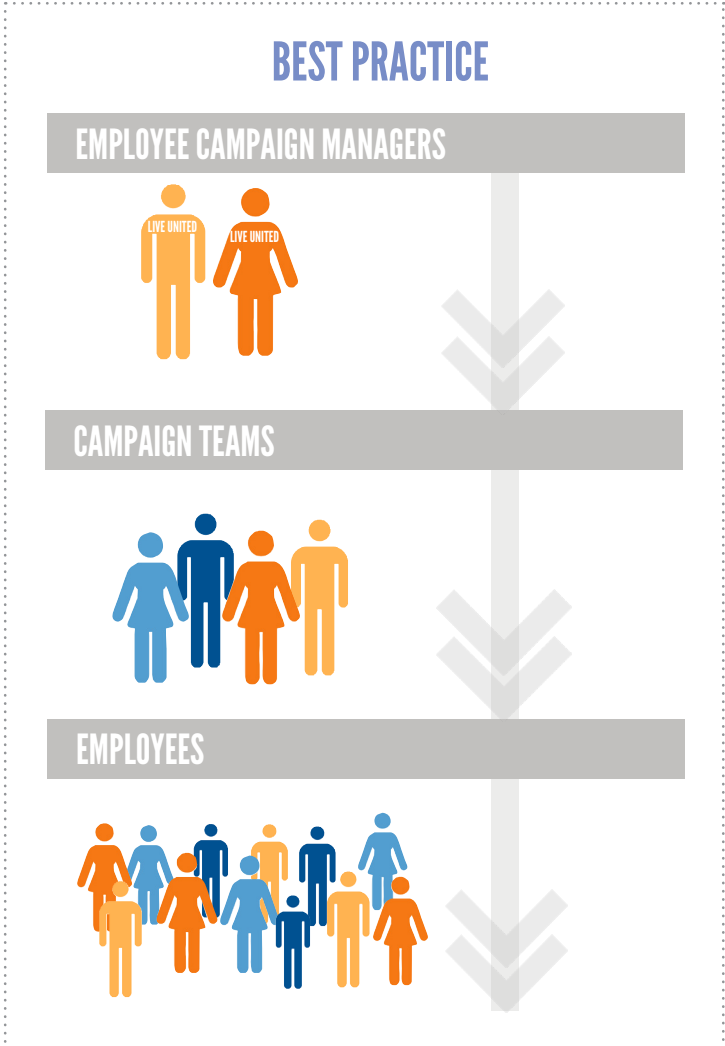
Your Employee Campaign Coordinator (ECC) is your essential point of contact between your organization and United Way of Franklin County. But they can't do it alone. Recruit a committee of enthusiastic, resourceful, and committed employees to help your ECC plan the best possible campaign.

## Step 3: Rally the Troops

Bring people together to not only Give, but to Advocate and Volunteer as well. Host a kickoff event, promote volunteer projects, or facilitate a leadership meeting. It's all part of Living United.

## Step 4: Communicate, Engage, Thank

Campaigns with great visibility through regular, consistent communication encourage everyone to get involved. And like all good things, it does have to end. Clearly signify that the campaign is officially a wrap and, while you're at it, make sure your colleagues receive proper thanks.



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