

STEPS FOR A SUCCESSFUL CAMPAIGN

Workplace giving is an easy, convenient, and effective way to support UNICEF's lifesaving work and to help us put children first. It takes just three simple steps to set-up a campaign:

1. PLAN

- **Create an employee leadership committee.** This core group will help develop, implement, and support the campaign from start to finish.
- **Select a campaign leader.** This individual will be responsible for overall management of the campaign and will receive help from a UNICEF USA professional fundraiser.
- **Obtain senior management support.** Commitment from leadership will build excitement and let employees know that your company is dedicated to saving and improving children's lives around the world. You can also recommend that your company match employee contributions, helping to save twice as many children's lives.
- **Brand your campaign.** A catchy title or theme gives your company's campaign an identity and unifies employees in support of a common cause.
- **Pick a specific time period.** A four-to-eight week campaign around the holiday season, Mother's Day, World Water Week, Halloween, or company anniversary should give employees enough time to learn about UNICEF's lifesaving programs and make a contribution.
- **Set a financial goal.** Creating a call-to-action around a specific amount will energize the competitive spirit among employees.
- **Customize your campaign.** Using the toolkit, your company can tailor, customize, and develop your campaign.

2. PUBLICIZE

- **Launch your campaign.** Get the word out by holding a fun kick-off event. Send a message to employees through your communication systems (in-box, Intranet, e-mail, voicemail, intercom, newsletter, Facebook, Twitter, payroll stuffer). The toolkit contains campaign launch announcements, sample speeches, and innovative fundraising and kick-off event ideas.
- **Promote the campaign.** Use the resources in the toolkit or create your own to continually educate and encourage employees to participate. Your company can also pick a central location like the cafeteria, reception area, or conference room and invite employees to learn more about the fight for child survival and UNICEF's lifesaving programs. UNICEF USA can send you printed brochures, promotional pens, and tote bags.

3. PARTY

- **Say thank you and communicate results.** Announce campaign successes by posting results through your communication systems. Highlight how the money raised is helping UNICEF save and improve the lives of children around the world.
- **Host a celebration.** Schedule a thank you event to convey gratitude. Give out certificates of appreciation and promotional items, such as UNICEF pens and tote bags.
- **Recognizing your efforts.** Send employee contributions collected via check, money order, or credit card to UNICEF USA for processing, acknowledging, and tax receipts (please include employees who also gave via payroll deduction, so the U.S. Fund for UNICEF can acknowledge them, too). The UNICEF USA will also present your company and its employees with a certificate of appreciation for participating in this lifesaving program.

For help managing your workplace giving campaign, please contact us at workplacegiving@unicefusa.org

