



Campaign Kick-Off Guide

Let people know about your campaign!

What is a “Kick-Off”?

A Kick-Off is an event that can be a great way to let your colleagues know about the upcoming United Way campaign. It’s a perfect chance to educate, inform and set goals. Your Kick-Off can be as elaborate as you want it to be, whether it’s a full size event or just a display in the break room, your efforts won’t go unnoticed. Remember, your United Way Staff Partner can help you along the way!

Important tips

Don’t forget to make it informative, relevant and most importantly - fun!

1

Set a date and connect

Finding the perfect date can sometimes be hard so try adding your event to a reoccurring staff meeting so more people will likely be able to attend. Invite and include Senior Leadership and your UW Staff Partner to see how they can be involved as well.

2

Plan

Determine the finer details of the event, including; agenda, messaging and any incentives for attending. Maybe it is a breakfast meeting with donuts or attendees are entered in a draw to win a prize? Using an incentive often help get more people interested.

3

Keep regular communication

Don’t forget to send “Save the Date” emails and regular reminders and updates for your event. If you have an intranet or spaces to post flyers or event notices make sure to take advantage!

4

Set up and kick off

After generating some excitement and getting staff on board to come, you’ll have to execute the event. Make sure you have ample time to set up and prepare to take some photos and share with staff and on social media if you have their permission.

5

Follow up

Thanking United Way supporters should be a part of every step of your campaign! Make sure staff feel appreciated for being a part of your Kick Off!