

How to Run Your Campaign

#8: CAMPAIGN WRAP-UP



Campaign Wrap-Up is a time when you begin to see the results of your work as a Campaign Coordinator. Wrap-up is also the time to report your success and challenges to your United Way staff, so you may plan accordingly for next year's campaign.

HERE ARE A FEW STEPS TO GUIDE YOU THROUGH YOUR WRAP-UP

Collect Pledge Forms

- Collect forms Immediately following a meeting or set a deadline
- Most companies strive to get 1-00% of their pledge forms returned as a way to ensure everyone received a pledge form and had an opportunity to make an informed decision about giving

Sweep Up

- Look for all missing pledge forms
- Double check that anyone on vacation or leave of absence was "Asked"
- Send e-mail or voicemail for forgotten pledge forms

Tabulate Results

- Evaluate and measure the success of your campaign
- Did you reach for goal for the campaign?

Complete Envelopes

- Look to see if all information required for the envelopes is included on the front of the envelope
- Checklist is located on the back of each envelope

Say Thank You

- You can never say thank you enough!

Report Your Results

- Report your results to United Way including returning copies of pledge forms in envelopes
- Please provide as much information as possible for all donors so that United Way can acknowledge them

Recognition Event

- Please attend the Annual Meeting & Recognition Event which will be held in September 2011
- Check with your United Way representative for the final date for the event

Complete UW Survey

- The Campaign Coordinators Survey will be distributed to coordinators following the recognition event
- Your participation in this survey will help United Way in improving the campaign for the future.