

CAMPAIGN VOLUNTEER CHECKLIST

PRIOR TO YOUR CAMPAIGN

- Read and familiarize yourself with all campaign materials.
- Mark your calendar with the reporting deadlines

DURING CAMPAIGN

- Make your increased pledge first. Before asking your co-workers for their campaign pledge, lead by example and make your own pledge.
- Show the campaign film before you distribute the pledge forms.
- Meet one-on-one with anyone assigned to you and explain the lasting, positive difference they will make when they support United Way.
- Ask for the gift.
 - The majority of individuals who do not contribute to United Way say they were never asked.
- Thank every supporter and each person who took the time to listen.

AFTER CAMPAIGN

- Collect all pledge forms (even those that are not filled out), cash contributions, checks and donor designation forms in time to meet reporting deadlines.
- Be sure that:
 - All pledge forms are signed.
 - All bill-direct information is correct and signed.
 - All cash and checks are paper-clipped to the pledge forms.
 - Donor designation forms are completed and signed, and designations do not exceed pledge amounts on the pledge forms.
- Return your envelope to United Way or send a request to have your envelope picked up by a staff member.
- It never hurts to thank again! Thank all your contributors and those who spent the time in your presentation(s) or participated in your campaign.

As a lead volunteer, you may hear some of these frequently asked questions. If you do not know the answer to any questions, please direct them to a United Way staff member.

Who benefits from my gift to United Way? Our entire community can. When you make a donation to United Way, you will address many key issues at once – issues that are multidimensional and interconnected like education, health and economic self-sufficiency.

Who decides how the money is invested? Many local volunteers with diverse backgrounds make these decisions based on our community's most pressing needs.

How can I learn more about United Way? You can visit their website www.unitedwaygu.org or call their office at 315.733.4691.

I just don't have the money to give right now. Is there anything else I can do? Absolutely. There are many different opportunities to advocate or volunteer your time and talents. The best way to get involved is to call their office at 315.733.4691.