

7 Steps to Success

1. Send a CEO or top manager letter or email to employees endorsing United Way of Santa Barbara County and the United Way campaign.
2. Recruit a leader within the organization who agrees to serve as Campaign Manager to help organize and implement campaign.
3. Publicize the campaign through your organization's newsletter, email, posted announcements, etc. to communicate campaign meeting times, events, and goals.
4. Provide time for a group meeting and speak on behalf of United Way of Santa Barbara County at that meeting.
5. Allow the Campaign Manager time to collect all pledge cards, distribute contributor surveys, and tally results.
6. Announce results and say **THANK YOU!**
7. **HAVE FUN!**