

The CEO's Seven Steps to Success

For Your United Way Employee Campaign

- 1. Send a CEO or top manager letter or e-mail 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, e-mail, 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!!!**



**United Way
of Santa Barbara County**

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