

5 DAYS TO GIVE UNITED!



UNITED WAY
Norman

DAY 1

- Send email #1 from the campaign toolkit: How United Way of Norman impacts our community. Includes video #1 (30 seconds)
- Start a fundraiser
- Promotional signage placed (entrance, time clock, break rooms)

DAY 2

- Send email #2 from the campaign toolkit: Your company's culture of giving back to others. Includes video #2 (30 seconds)
- Have fun and build morale with an event to help promote your fundraiser(s)

DAY 3

- Send email #3 from the campaign toolkit: Encourage employees to begin thinking about giving. (Discuss with family, etc.) Includes video #3 (30 seconds)
- Fundraiser(s) continue

DAY 4

- Send email #4 from the campaign toolkit: Ways to give and rally reminder. Includes video #4 (30 seconds)
- Fundraisers should look to conclude on this day.
- Prizes for events and fundraisers should start to conclude on this day, if possible.

DAY 5 - GIVING DAY!

- Early morning reminder to all employees of GREAT DAY TO GIVE UNITED!
- Giving Rally!
 - CEO and Campaign Coordinator open meeting and share about the impact of their business and why they support the mission of United Way.
 - United Way Speaker
 - Agency Speaker (optional)
 - Collect pledge cards
 - Prize drawing for those who turned in a pledge card at the rally
 - Group picture for social media