

# UNITED WAY CAMPAIGN STEPS



STEP 1

## ENERGIZE

Recruit a strong team to lead and plan your United Way campaign.



STEP 2

## ENGAGE

Connect employees to the campaign through storytelling and fun activities.



STEP 3

## ASK

Ask for a specific financial commitment and keep them posted on campaign progress.



STEP 4

## THANK

Celebrate your success! United Way could not do it without you—every contribution counts!