

# Change Central Texas – for good.

**Over the many years of workplace campaigns, we've identified these 11 keys to success. We think they are the foundation of a great campaign.**

1. Obtain CEO/senior management support and involvement
2. Gain support for a corporate gift that will match employee giving
3. Recruit a strong, diverse campaign team
4. Set clear goals (dollar and/or participation)
5. Track and report results
6. Utilize local United Way training and resources (ECC guide and trainings, UWCA staff support, UWCA website, and online toolbox)
7. Establish a United Way Leadership Giving program (\$1,000+)
8. Conduct a strong educational campaign
9. Organize volunteer activities through United Way's Hands On Central Texas
10. Make the ask; collect pledge cards/electronic reporting
11. Work with your United Way representative to say "thank you" to your employees