

# CAMPAIGN PLAYBOOK

These resources will help create and navigate a successful Valley of the Sun United Way giving campaign.

## Getting Started

- Strategies your Valley of the Sun United Way representative will assist with: theme, campaign goals, campaign dates, special events, engagement plans, presentations, guest speakers, leadership giving, volunteerism, incentive ideas and more.
- Confirm giving options for your team.
- Create a marketing calendar for publicity of campaign including the best modes of communication for your team. Internal intranet, social media, email, virtual meetings, and more all are great ways to share about your campaign and get everyone excited to participate.
- Form campaign committee - organize committee to plan and coordinate with key department leads.
- Consider planning volunteer service event prior to campaign start to share the work of Valley of the Sun United Way

## Planning Ahead

- Develop strategies for donors, leadership giving and affinity group participation
- Plan special events and fundraisers
- Determine and distribute necessary materials from VSUW

## Kick-Off

- Plan an impactful kick-off presentation
- Confirm leadership attendance and ask them to share personal anecdote

## Duration

- Host ongoing special events
- Host ongoing engagement activities