MEET WITH YOUR CEO

Having the support of your CEO will give your campaign momentum.

Items to discuss with your CEO

- **Corporate gift.** Ask your CEO to consider providing a matching corporate gift. Also, once your corporate gift is determined, ask your CEO to sign your corporate gift pledge card and return it to your United Way representative.
- **Campaign budget.** What is the budget for your campaign? Be sure to share budget information with your campaign committee.
- **Campaign goal.** Once your CEO approves the goal, your committee can begin publicizing it to your fellow employees.
- **Campaign committee.** How many employees can serve on the campaign committee? It is important to recruit a diverse committee to assist with planning and implementing your campaign.
- **Leadership giving meeting.** When does your management team normally meet? Request time at this meeting to kick off the campaign and engage management's support at a leadership level.
- **Incentives.** Determine how internal campaign incentives, such as an extra vacation day for those who "GIVE 5" or the CEO agreeing to a pie in the face if the goal is achieved, can strengthen your campaign.
- **CEO endorsement letter.** How will your CEO endorse the campaign? Send a letter to employees from the CEO announcing and supporting the United Way campaign. Download a sample here.
- **Employee meeting(s).** When are your regularly scheduled employee meetings? Ask your CEO to attend meetings to show his/her support.

Ask your United Way representative to be involved in this meeting.

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