

# How to Run a 24-Hour Campaign

Thank you for running a United Way campaign in your workplace! We know time is of the essence, so we have put together this outline to help you run your campaign in one day.

## Benefits to Running a 24-Hour Campaign

- Build energy and momentum for a concise, specified time frame
- Gather campaign results more quickly
- Utilize steps that are adaptable to all virtual meeting platforms

## Five Steps to Run Your Campaign

1. First, plan your Kickoff Day. Select a 2 pm or 3 pm time slot on any day Monday through Thursday for a 20-minute kickoff with your United Way staff partner.
2. Set your Campaign Day for the day after your kickoff. Your campaign will run from 9 am to 5 pm.
3. Consult with your United Way staff partner to select your campaign giving platform.
  - a. ePledge
  - b. Text to Give
  - c. Online Pledge Form
4. Brainstorm and select your giveaway prizes on Campaign Day for those who make a pledge.
5. Now that your 24-hour campaign is planned, communicate Kickoff Day, Campaign Day, how to give and prizes to your employees leading up to the start of your campaign.

## Sample 24-Hour Campaign Schedule

- **Kickoff Day**
  - Recruit your CEO or top executive to make a 5-minute presentation
    - Telling why he or she values the work of United Way
    - Utilize theme of “The Need Continues”
  - Communicate Campaign Day details like time, how to give, special prizes, etc.
    - Offer early-bird prize drawing for employees who contribute before 8 am on Campaign Day
    - Alert employees that an hourly prize drawing will be done on Campaign Day for all employees who have pledged
    - Suggested prizes:
      - PTO Days (approved by your HR Department)
      - Amazon gift cards
        - Can be purchased and delivered by email
- **Campaign Day**
  - Communicate hourly prizes with the selected winner
  - Plan a team activity for mid-afternoon
    - Trivia
    - Happy hour
    - United Way virtual volunteering opportunity
      - Your United Way staff partner can assist with planning a midafternoon activity
  - Wrap-up at 5 pm and send out celebratory email (preferably from your CEO or top exec) congratulating your team on their outstanding support of United Way and thanking everyone for their help!