

Step 4: Report Back

Set a goal and stick to it.

Check in with you Campaign Team

Don't wait until to end of campaign to look at your campaign goals. Have you reached your monetary goal? Have you reached your participation goal? Have you achieved your goal of 100% ASK?

Collect and Report

The best ECCs quickly collect all pledges and report results to everyone at the company, the payroll department and to United Way.

We also suggest reporting campaign leadership results to all leadership givers.

Share the good news!

Once all of the pledge forms are collected share the good news because your co-workers made it happen.

Make sure everyone knows your organization's percent participation, total contributions raised and receives acknowledgement for a job well done!

The graphic features the United Way logo and 'United Way Monterey County' text at the top. A vertical bar on the left shows a progress scale from 20% to 100% in 10% increments. A large red heart on the right contains the text 'Thank you!'. Below the heart is a testimonial from Walter Menezes, Group Executive at HSBC Card Services, and the 'Local Dollars Local Solutions' slogan. Small photos of diverse people are placed next to the 30%, 40%, 50%, 60%, and 70% marks.



"I am very enthusiastic about my role as Campaign Coordinator for Capital Insurance Group. In times of economic uncertainty, I am eager to help raise money for those who are in need. Last year, I recommended the 2-1-1 service for family and friends who found themselves in a dire situation. It was nice to see how United Way makes an impact on our community."

Gini Russo, Capital Insurance Group
Campaign Coordinator