

CAMPAIGN PLAYBOOK

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

GETTING STARTED

- Strategies your VSUW representative will assist with: theme, campaign goals, campaign dates, special events, engagement plans, presentations, guest speakers, leadership giving, volunteerism, incentive ideas, and more.
 - [Campaign Themes](#)
 - [Campaign Goal Sheet](#)
- Confirm giving options for your team.
 - [e-Pledge One Pager + Testimonial](#)
 - [Fillable Pledge](#)
 - [Arizona Charitable Tax Credit](#)
- 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!
 - [Email Templates](#)
- Form campaign committee - Organize committee to plan and coordinate with key department leads
 - Co-lead with ambassador training - if needed
 - Attend ECM training
- Consider planning volunteer service event prior to campaign start to share the work of Valley of the Sun United Way
 - [Volunteer Experiences](#)

PLANNING AHEAD

- Develop strategies for donors, leadership giving, affinity group participation
 - [Affinity Groups](#)
- Plan special events and fundraisers
 - [Virtual Special Event Suggestions](#)
- Determine and distribute necessary (downloading virtual) materials from VSUW
 - [Donor Impact Resources](#)

KICK OFF

- Plan an impactful kick-off presentation
 - [Virtual Presentation Playbook](#)
- Confirm leadership attendance and ask them to share personal anecdote
 - [Storytelling](#)

DURATION

- Host ongoing special events
- Host ongoing engagement activities
 - [Virtual Engagement Activities List](#)