

Before you plan this year's campaign, take a minute to reflect on the following questions and complete the chart on the next page. (Discuss these topics with your United Way contact person as you create a plan for your campaign.)

1. Describe your company culture (casual, conservative, etc.).

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2. Can you integrate your campaign in the wider CSR (global?) strategy your company might have? (as a plus)

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3. How often do you have company-wide meetings, department meetings, etc.?

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4. How can your United Way contact help you achieve your goals? What resources does United Way have to assist your campaign?

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5. Who at management level is supporting you?

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6. Is your company structured by departments, work groups, geographically, other? Consider structuring your campaign team along similar lines.

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7. What are the people sensitive about? What do they care for?

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8. How can United Way help with organizations tours, organizations speakers, or volunteer projects?

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9. How does your company celebrate success? How are final results reported?

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