



**United Way**  
Central & South  
Okanagan Similkameen



# Campaign Kick Off

A kick off can be an event, a publicity blitz or something out of the ordinary that signals the start of the campaign.

## **Here are some ideas for a successful kick off**

Position senior management/union leaders at each entrance/elevator to greet people and hand out free coffee/donuts/muffins as people come into work.

Hold a pancake breakfast or barbeque lunch where senior management and union executives act as celebrity chefs. Try to get all ingredients donated and either provide food to employees for free or at a nominal cost.

Hold group meetings to introduce the campaign and show the United Way video. Watch a speaker video or book a speaker to present.

Place a treat at each employee's workstation, along with a United Way Donor Information Brochure and some key facts about your campaign (i.e., goals, canvassing dates, special events, etc.). Have your senior executive/union leaders send out an endorsement email to all employees outlining your campaign and asking for full support.

## **Want more resources for your campaign?**

**Contact Bonnie Hall at 250-860-2356 or [bonnie@unitedwaycso.com](mailto:bonnie@unitedwaycso.com)**