

Success Session

Organizing a United Way campaign in your workplace is an exciting and rewarding challenge. A Success Session takes the mystery out of running a campaign. You and your team will become motivated and energized through the development of a plan with clear objectives and realistic steps to success!

Companies having Success Sessions for the first time in 2007 boosted employee donations by an average of 48%!

What is a Success Session?

- ◆ A collaborative 1 - hour analysis and planning session facilitated by United Way staff involving your key campaign volunteers.
- ◆ A chance for the Employee Campaign Chair and your campaign committee or team to brainstorm, set goals and develop a plan of action.
- ◆ Most effective when it takes place as your first campaign committee meeting, and is scheduled well in advance of the campaign to allow the implementation of outcomes.

What are the benefits of hosting a Success Session?

- ◆ Review campaign history and statistics, and bring forward key learnings from previous campaigns, including successes and challenges.
- ◆ Focus campaign committee's/team's limited resources on best practices that have the highest return on investment.
- ◆ Identify key areas of opportunity, and brainstorm actionable strategies.
- ◆ Partner with United Way staff to gain invaluable advice and input based on UWYR's expertise with workplace campaigns.

Who should hold a Success Session?

- ◆ First-time campaigns are kick-started through the development of a solid plan complete with timelines.
- ◆ High-performing campaigns build on their success by revealing new areas of opportunity.
- ◆ Mature campaigns are re-energized by reinforcing campaign strengths and uncovering motivational strategies to ignite campaign growth.

How do you book a Success Session?

Contact your United Way of York Region staff partner. They will work with you to develop and deliver a customized session that meets the specific needs of your organization.