

# The **6** Day Campaign

Here is a sample timeline of how to run a six day campaign. Each day you will provide staff with a note and small gift to encourage them to donate on the sixth day of your campaign.

## Additional Tips:

- Distribute a United Way brochure and pledge card on first day
- Explain that the pledge form should be completed and returned by Friday
- Those who do not wish to contribute should place an X on their pledge form, sign it, and turn it in
- Explain any incentives, drawings, or special events
- Assure donors they can contact you with any questions
- Connect with United Way staff if you have any questions

### Day 1: Friday

**Gift:** A stick of chewing gum

**Note:** “United Way of Olmsted County is hoping your will “chew-z” to give next Friday.”

### Day 2: Monday

**Gift:** Chocolate chip cookies

**Note:** “Please ‘chip’ in on Friday and make a difference.”

### Day 3: Tuesday

**Gift:** Can of pop

**Note:** “Don’t forget to ‘pop’ into our campaign meeting on Friday.”

### Day 4: Wednesday

**Gift:** A piece of chocolate

**Note:** “Help us sweeten someone’s future by giving to United Way on Friday.”

### Day 5: Thursday

**Gift:** Fortune Cookie

**Note:** “We are fortunate to be a part of this community. Your chance to make a difference is coming on Friday.”

### Day 6: Friday

**Gift:** A United Way sticker

**Note:** “Thank you for saying ‘yes’ to helping others.”