

# Campaign Wrap Up



**YOU DID IT!** - You've completed your United Way campaign, and now it's time hold a Campaign Wrap-Up, to celebrate everyone's hard work, generosity and the positive impact you'll have right here in your local community!

**Celebration:** The wrap-up provides employees with an opportunity to celebrate your collaborative success and campaign results, to be inspired by the hard work that went into the campaign, and hear about the impact their donations will make possible.

There are many ways to celebrate your campaign wrap up. Creating an event, such as a BBQ or breakfast, is a great chance to bring employees back together in a common cause of caring to build morale, by recognizing your achievement, the generosity of the donors, and the hard work of the volunteers.

**Seeing the Impact:** Celebrating the positive impact your campaign will make possible in your local community in an opportunity to bring your campaign achievement to life in a deeper a more meaningful way for everyone who participated.

- Share facts and figures from your campaign. Did you reach your campaign goal? How many people participated? What was the largest donation? How many people worked on the campaign?
- Share your campaign photos and videos from the campaign for the wrap up and to preserve the memories. These will be especially good to have when publicizing your next campaign.

**Say Thank You:** Acknowledge the impact each and every gift makes for our community and make your employees feel thanked for their meaningful contribution. 44% of donors say they wouldn't mind receiving a personalized thank-you email. It's that simple to show your appreciation!



**United Way**  
Brandon & District

[brandonuw.ca](http://brandonuw.ca)   