

CAMPAIGN BEST PRACTICES



INVOLVE YOUR CEO/PRESIDENT.



A successful campaign starts with support and engagement from company leaders. An involved CEO will do the following to help the campaign:

- Meet with a United Way board member or United Way CEO before the campaign runs
- Donate at the leadership level (\$1,000+)
- Appoint an internal campaign leader & support the campaign committee
- Voice support and participate in campaign activities
- Aim to create a company culture of giving

APPOINT AN ENGAGED CAMPAIGN LEADER.



Your company's campaign leader should be appointed by the CEO or leadership team. This person will lead the campaign committee and overall effort. The campaign leader's role is described below:

- Lead by example in giving and engagement
- Curate meaningful opportunities for employees to engage in the campaign
- Utilize a campaign committee with representatives from multiple departments
- Communicate effectively, ensuring all employees are invited to participate and are informed about United Way's response to community needs

CREATE A CAMPAIGN COMMITTEE.



Having a solid framework of employees to help lead the effort will enhance your campaign with diverse ideas, increased support, and bandwidth to do more. The committee should be composed of champions/representatives from different departments. Their role is primarily to help with:

- Communications/spreading the word
- Planning activities
- Appoint a leadership giving champion

HOLD GROUP MEETINGS & INFORM STAFF.



- Bring staff together for a group meeting where the CEO/management can endorse the company's involvement in the campaign.
- Invite a United Way representative to speak about the impact of donations
- Give the campaign leader time to explain campaign activities and how to donate

HAVE A COMMUNICATION PLAN DURING THE CAMPAIGN.



- Ensure all employees are contacted and asked to participate
- Determine which channels you will utilize to spread the word/communicate to employees (e.g., email, internal website, posters in the office, social media, etc.)

- Work together with United Way staff to collect and share stories, photos, and other content
- Follow up periodically throughout the campaign (e.g., send a video and reminder at the halfway point)

ENGAGE YOUR MANAGEMENT TEAM.



Managers can significantly impact a campaign by helping engage their departments' employees. Some advice to managers:

- Set goals to increase % participation in your department
- Hold competitions with other teams
- Set up a service activity or presentation for your employees
- Invite leaders and managers to give at the leadership level (\$1,000+)

THANK/RECOGNIZE THOSE WHO HELP MAKE THE CAMPAIGN A SUCCESS.



- Examples: Hold a thank-you lunch or ice cream social, recognize departments, pass out incentive gifts, send out thank you notes

ENCOURAGE ENGAGEMENT THROUGHOUT THE YEAR.



- Examples: Invite new hires to sign up for payroll deduction, participate in Day of Caring, Sub for Santa, & other volunteer activities
- Set up tours of United Way and partner agencies for leadership donors in your company

