

# 2010 United Way Community Campaign Campaign Best Practices

## **CEO endorsement and support**

- Letter of support to organization
- CEO involved and visible
- Get support from all department leaders

## **Establish a steering committee to develop a campaign plan**

- Talk to previous coordinators
- Committee represents all of organization, including labor and retirees
- Hold first meeting at an agency or have an agency speaker
- Utilize talents of many, involve more for success

## **Set goals and track results by site and along organizational lines**

- Review historical data
  1. number of employees
  2. participation
  3. average gift
  4. per capita giving
  5. special events (2% of total raised suggested guideline)
  6. work climate and morale
- Set goal (dollar & percent of growth) and post

## **Conduct separate briefings for top executives**

- Ask CEO for support through leadership meeting or personal ask
- Leadership support encourages employee giving

## ***\*Conduct a strong educational campaign among employees\****

- Contact UW staff/loaned executives for ideas
- Educate all about benefits of giving through the campaign
  1. Use newsletters with stories from recipients of service
  2. Show video ( email link or live)
  3. Use agency speakers, have group meetings
  4. Solicit employees for experiences (volunteer or recipient)

5. Use email, voice mail, posters, or internal web site to supply facts
6. Provide link to United Way web site, [www.unitedwayinc.org](http://www.unitedwayinc.org)
7. Utilize United Way materials and promotional supplies

### **Raise awareness through special events and incentives**

- Special events to create enthusiasm, usually before or after solicitation period
- Creates fun and awareness, adds a little towards the goal
- Establish incentives for giving and early pledge card return
- Publicize in order to boost event participation

### **Encourage corporate gift to match employee giving**

- Discuss with CEO or ask United Way volunteer to approach the CEO
- All levels of matching bolsters employee giving
- Employees feel good when they know their company is supportive of the community

### **Thank you**

- Always say thank you to everyone involved in helping, also thank all that gave
  1. email
  2. voice mail
  3. payroll stuffers
  4. update goal poster
  5. victory celebration