

**VETERANS CHALLENGE FOR EXPERIENCED COORDINATORS
SMALL COMPANIES**

EXAMPLES AND ANSWERS - BEST PRACTICES

- **YEAR ROUND ENGAGEMENT –**
 - a. **Bus tour**
 - b. **Agency results by E-mail**
 - c. **Special event in March**
 - d. **Volunteer project in June**

- **GOAL SETTING –**
 - a. **Total campaign goal**
 - b. **Special event goal**
 - c. **Participation rate**
 - d. **% increase over last year**

- **CEO ENDORSEMENT –**
 - a. **Written endorsement**
 - b. **Verbal endorsement**
 - c. **Management challenge**

- **COMMITTEE –**
 - a. **Representative of departments**
 - b. **Different skills**
 - c. **Different duties**

- **COMMUNICATIONS -**
 - a. **Website and e-mail system**
 - b. **United Way materials**
 - c. **Kickoff event and closing celebration**

- **EDUCATION –**
 - a. **Group meetings**
 - b. **United Way and agency speakers**
 - c. **United Way campaign video**

- **DATA -**
 - a. **Five-year trends**
 - b. **Average gift amount**
 - c. **Participation rate**

- **VOLUNTEERISM -**
 - a. **Day of Caring**
 - b. **Team building day**
 - c. **Educational experience**
 - d. **Volunteer solutions website**

- **SPECIAL EVENTS -**
 - a. **Fun and competitive**
 - b. **Raises awareness**
 - c. **Allows for one-time donations**
 - d. **Contributes toward your goal**

- **INCENTIVES –**
 - a. **Parking space**
 - b. **Time off**
 - c. **Dress down day**
 - d. **Donated gift card**

- **CORPORATE GIVING -**
 - a. **Company match**
 - b. **Standard amount**
 - c. **Motivates individual giving**

- **COMMUNITY INVESTMENT –**
 - a. **Volunteer oversight**
 - b. **Guaranteed donation**
 - c. **Supports smaller agencies**
 - d. **Families need multiple services**