

VETERANS CHALLENGE FOR EXPERIENCED COORDINATORS SMALL COMPANIES

KEY QUESTIONS FOR BEST PRACTICES

- **YEAR ROUND ENGAGEMENT** - Does your company LIVE UNITED all year round? If so, give some examples of what you do in February, May and July. Share agency results?
- **GOAL SETTING** - Do you set goals for your annual campaign? How do you set them and who is involved? CEO approved and endorsed? What metric do you use – dollars, employee participation?
- **CEO ENDORSEMENT** - What role does the CEO play in the campaign? The senior management team?
- **COMMITTEE** - Do you have a United Way steering (planning) committee? Same people every year or new members with new ideas?
- **COMMUNICATIONS** – How do you use company website and e-mail system? Do you use United Way posters, brochures and envelope stuffers?
- **EDUCATION** - How do you educate your employees about United Way giving and its impact? Do you use agency speakers? Do you conduct employee meetings?
- **DATA** - Do you use data and statistics for planning purposes? For goal setting? To inspire and encourage generous giving?
- **VOLUNTEERISM** - Do you encourage volunteerism? Participate in Day of Caring? Does it appear to make a difference in employee giving?
- **SPECIAL EVENTS** - Do you have special events? What role do they play? Most and least successful?
- **INCENTIVES** - Do you have company sponsored incentives? Most and least effective?
- **CORPORATE GIVING** - Do you have a corporate gift? Matching employee dollars or a set amount? Does the corporate gift impact giving by the employees?
- **COMMUNITY INVESTMENT** – Do you know what this is? Why should I promote this as the best donor option?