

## **Campaign Best Practices**

The following “Best Campaign Practices” are very effective at increasing the level of participation and the dollars raised in workplace campaigns. They also help to maximize the positive impact a campaign has on your company.

These Best Practices will help you run an efficient and effective campaign, and increase awareness of why the United Way is the best way to care for people in our community. They also generate enthusiasm and a good feeling about contributing to the well-being of our community.

**Executive Leadership Sponsorship** Executive sponsorship is a critical aspect of a successful campaign. Employees need to know that company leadership feels that giving to the United Way is an effective way for the organization to have a positive impact on the community.

- Secure CEO’s endorsement and personal involvement
- Ask CEO to host a Leadership Giving event for Senior Managers
- Ask CEO to write a letter/email in support of the campaign and send to all employees
- Ask the CEO to publicize the Company’s Corporate Gift – especially if there is a match program in place.
- Celebrate your success – host a “Thank You” event (coffee/donuts, BBQ, etc.) – it shows the employees that management recognizes and supports individual giving.

### **Staffing**

Individuals who know how to get things done in your company need to drive and support the campaign for it to be successful.

- Form a Campaign Committee with representation from all departments
- Campaign Committee members should be supporters of United Way
- Recruit enthusiastic and well-respected campaigners
- Make sure you have enough people on the team (1 Campaigner for every 15 – 20 employees is an ideal ratio)
- Conduct Committee Training (include Agency Tour when able, utilize video, agency speaker and coordinator’s guide, but most importantly have a plan so that everyone is campaigning consistently)
- The CEO, President, Plant Manager, etc. should never run the campaign. Employees sometimes will perceive this as putting pressure on them to give.

## **Publicize**

By getting the word out early; employees will know what to expect when it comes to competitions, prizes, etc.

- You cannot publicize the upcoming employee campaign too much!
- Plan kickoff rallies (include video, agency speaker, CEO/Executive Leadership)
- Promote the campaign (posters, bulletin board pieces, email, newsletters, payroll check/stub inserts)
- Show progress of campaign by utilizing a campaign thermometer

## **Goal Setting**

Setting goals at the company and group level provides both a target and an incentive.

- Establish a challenging goal
- Implement a Leadership Giving Program (contributions of \$1000 or more per year, this equates to a \$20 a week payroll deduction)
- Encourage friendly competition between departments

## **Immersion**

Individuals are more likely to donate if they can learn, firsthand, how their donation impacts the community.

- Show the Campaign Video
- Participate in any volunteer opportunities offered by United Way
- Offer Agency Tours (United Way will set up a guided tour of a funded agency for employees. A tour can be completed, including driving time, in 45 minutes.)
- Utilize email to distribute daily facts about United Way and its partners agencies

## **Incentives**

Have fun and be creative when planning promotional events: BBQ, ice cream social, talent show, elevator golf tournament, casual day, mini-olympics, Change Bandits, company book fairs.

Special events like the ones listed above not only create excitement, competition between departments, raise awareness of services available in the community but the profits from these events goes towards your company's total contributions.

Ask management to give the United Way campaign a budget to purchase incentives. Incentives can include: all fair share donors names are put into a drawing for a free day off, you may give multiples of this prize, close reserved parking, etc. Other prizes that donors appreciate winning are coolers, electronics, gift cards, etc.

## **Personalization**

- Personalize pledge cards
- Make one-to-one contact with every employee, ask for their support (this should be done in addition to the employee campaign meeting)
- Have all employees sign and return a pledge form, whether they contribute or not (this ensures that no one has been overlooked and not given the opportunity to contribute and also helps the campaign committee members awareness of who has turned in their forms and who hasn't; saving time in the long run.

## **Make Contributions Easy**

Set up automatic payroll deductions

## **The Most Important Item...**

**HAVE FUN!!!!!!!**

For any questions, concerns, ideas, or assistance in any way, contact the United Way of Iredell County, 704.872.3000.

