

Top 10 Items for a Successful Campaign

- 1. Management Support** - Every successful campaign starts with encouraging managers. Pro Tip: Get a manager to share why THEY give. It matters more than you think.
- 2. Presentations** - Schedule presentation opportunities for all your employees to learn about the United Way, our 12 partner agencies and the impact a dollar can make. Pro Tip: Pair your presentation with an already scheduled meeting such as annual benefit enrollment.
- 3. Employee Campaign Coordinator (ECC)** - A great ECC is an essential component of a great campaign. Pro Tip: Build a team of ECC's that can work together and share the fun!
- 4. Set a Giving Window** - Provide a defined time frame for employees to return their pledge forms. Pro Tip: Offer incentives for early returns such as a drawing for participants. (5 chances if returned on Monday, 4 if returned on Tuesday, etc.)
- 5. Host a Workplace Fundraiser** - Enhance your campaign by hosting an in-house fundraiser such as a cake auction, management car wash or chili cookoff. Pro Tip: Use your fundraiser as a team building opportunity.
- 6. Offer Incentives** - Offer rewards for employees giving fair share (one hour of pay/month). Think company swag, an extra vacation day or a reserved parking space. Pro Tip: Get creative! You don't have to spend a lot to create great incentives.
- 7. Host a Campaign Kickoff** - Make your campaign a big deal by providing lunch or showcasing incentives. Pro Tip: Ask for an agency speaker to attend your kickoff and/or presentations.
- 8. Host a Campaign Celebration** - Don't just ask your staff to give, celebrate with them when they do! Pro Tip: Use your celebration event to announce campaign totals and prize winners.
- 9. Friendly Competition** - Everyone loves to win! Allow department challenges and offer bragging rights to the winners. Pro Tip: Announce winners in your company newsletter or other public platform.
- 10. Energize Your Team - United Way Campaigns should always be fun!**

