

## BEST CAMPAIGN PRACTICES

- ◆ Recruit a **WCC — Workforce Campaign Coordinator** (or team) to help run the campaign and work closely with UW staff to plan and implement;
- ◆ **Top Leadership** speaks out for UW (preferably at an employee presentation or through a memo or email)
- ◆ Offer **payroll deduction**
- ◆ Allow UW staff or volunteer to **speak about the good work of United Way to all employees**. Even better if a **staff member also speaks** to advocate or tell a personal story;
- ◆ **Distribute pledge cards and brochures to every employee** (preferably on the day that UW speaks) and return to UW promptly.
  
- ◆ A 10 – 15 minute presentation by United Way at an already-scheduled group meeting is the number one way to raise awareness, educate, inform, and inspire your associates. We can bring snacks!
- ◆ In lieu of or *in addition* to presentations, conduct an e-mail blitz throughout your campaign, highlighting the impact their United Way gifts make. Post United Way announcements and stories on bulletin boards, in employee publications and in the staff lounge.
- ◆ Show our video – at a meeting, on the company intranet, at lunchtime.
- ◆ If you are scheduling a fair or special event day, invite United Way to set up a table display. This allows co-workers to browse information without being self-conscious.
- ◆ Have a special event or “fun”d-raiser to supplement your payroll deduction pledges. It will raise awareness and build camaraderie. Hold Jeans Days or raffle off prizes.
- ◆ Provide incentives and prizes. Sometimes we all need a little “dangling carrot” to make us take action.
- ◆ Food always draws a crowd! Provide refreshments at your United Way events. Coffee, doughnuts, or fruit for morning events (okay, and soft drinks too!); pizza at lunch; cookies, brownies, ice cream or lemonade at afternoon meetings.
- ◆ Establish friendly inter-department competitions, such as an office pizza or popcorn party for the department that raises the most or has the highest participation.



- ◆ Utilize e-mails within your company to enhance awareness of the United Way Campaign, and to educate your co-workers about how their pledges make a difference in the community. We can help you design an email or payroll stuffer. E-mails are especially effective, but if your employees don't have computer access during the day, other options are, notices posted by time clocks and the paycheck stuffers.
- ◆ Send links to our website and campaign video.
- ◆ Include United Way pledge forms into new employee packets – employees can sign up when they start.
- ◆ Don't forget the retirees – make sure they are encouraged to continue support after they leave.
- ◆ Help us identify "Loyal Contributors" – people who have been donating to (any) United Way for 10 years or more. We want to recognize their long-term support.
- ◆ Help us collect home emails from your associates. We will use them to keep people informed about the impact of their gifts on community needs.
- ◆ Volunteer – Form a team for Day of Caring or anytime and learn firsthand about our partner agencies.

**How to increase average gifts:**

- ◆ **Stress giving through payroll deduction. It's practically painless.**
- ◆ Encourage first-time givers.
- ◆ Encourage donors to increase their gift by 5% or \$1 a week over last year's pledge.
- ◆ Get them to the campaign presentation. If they hear our story, they will give.

**Ways to Use Incentives**

- For payroll deduction gifts at a certain level
- For individual department % increase in giving
- For departments completing their campaign first
- For turning in pledge cards at presentation