



Campaign Best Practices

Thank you for joining the Great Rivers United Way team in leading your company's United Way campaign. Here are some best practices to help you run a successful workplace campaign.

Maximize Campaign Performance

- Show CEO's public support of campaign
- Implement a campaign team
- Train your campaign team
- Make your campaign fun and engaging
- Promote leadership giving
- Distribute personalized pledge forms
- Allow employee payroll deduction
- Educate employees about United Way
- Implement a new hire and/or retiree program
- Offer a thank you program for donors

Campaign Growth Strategies

1. Provide clear and overt endorsement from CEO and other senior leaders.
2. Ensure 100% of employees feel personally asked to participate in the campaign.
3. Appoint a member from your campaign team to manage leadership giving.
4. Build a connection between donors and United Way throughout the year.



GIVE. ADVOCATE. VOLUNTEER.

Great Rivers United Way

www.gruw.org/campaign

LIVE UNITED





**CHANGE
WON'T HAPPEN
WITHOUT YOU**

Fast Facts

- The 2016-17 Great Rivers United Way campaign funded 78 programs.
- We serve Buffalo, La Crosse, Monroe, Trempealeau and Vernon counties in Wisconsin, and Houston County in Minnesota.
- Your donation advances Education, Income, Health, and Community Basics programs in our six-county region.
- Community volunteers are responsible for determining how donations are allocated.
- United Way funds programs, not agencies, so that every dollar donated can make a targeted and track-able difference.
- Great Rivers United Way believes in creating lasting partnerships and strengthening our community through Collective Impact.

Campaign Checklist

PRIOR TO CAMPAIGN

- Meet with United Way Campaign Representative to review prior year's giving and develop a campaign strategy.
- Meet with your CEO to confirm commitment.
- Establish a campaign goal.
- Establish a campaign committee.
- Determine the type of campaign best suited for your company.
- Establish campaign timetable.
- Publicize campaign to your employees.
- Personalize your campaign.
- Participate in Employee Campaign Coordinator networking.

DURING THE CAMPAIGN

- Celebrate a campaign kickoff.
- Conduct Leadership giving campaign with CEO involvement.
- Schedule employee meetings with Campaign Chair.
- Follow-up with employees unable to attend meetings.
- Issue progress reports to United Way and your employees.
- Recognize Loyal Contributors, those who have given to United Way for 10 years or more.

AFTER THE CAMPAIGN

- Tabulate results and submit your campaign report envelope to United Way campaign staff.
- Thank your committee and employees who participated.
- Draft a letter to be sent from your CEO to thank employees for their contributions.
- Evaluate your company's campaign strengths and weakness and make recommendations for the next year's Coordinator.
- Pat yourself on the back for a JOB WELL DONE!

GIVE. ADVOCATE. VOLUNTEER.

Great Rivers United Way

www.gruw.org/campaign

LIVE UNITED

