



# Campaign Best Practices

Thank you for joining the Great Rivers United Way team by leading your company's United Way campaign. Here are some best practices to help you be successful. Don't hesitate to reach out – we're here to support you!

## Maximize Campaign Performance

- Show CEO's public support of campaign
- Implement a campaign team
- Train your campaign team
- Make your campaign fun & engaging
- Promote emerging leader & 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.**

[www.gruw.org/campaign](http://www.gruw.org/campaign)



Great Rivers United Way



**CHANGE  
WON'T HAPPEN  
WITHOUT YOU**

## Fast Facts

- The 2018-19 Great Rivers United Way campaign funded 74 programs.
- We serve Buffalo, Crawford, La Crosse, Monroe, Trempealeau and Vernon counties in Wisconsin, and Houston County in Minnesota.
- Your donation advances health, education, and financial stability programs in our seven-county region.
- Community volunteers are responsible for determining how donations are allocated.
- Great Rivers United Way funds programs, not agencies, so that every dollar makes 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 opportunities.

## 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.**

[www.gruw.org/campaign](http://www.gruw.org/campaign)



**Great Rivers United Way**