



5 BEST PRACTICES

For a Successful Campaign

1. PREPARE

- Every company culture is different. United Way campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic focus or time and resources.

2. ENGAGE: MAKE GIVING PERSONAL AND MEANINGFUL

- **Be the first pledge.** Then, thank those that follow your example.
- **Make it relevant.** Ask people about how much they spend on coffee or other small items per week. Would they be willing to donate that money to the campaign?
- **Invite questions.** Be prepared for concerns by being knowledgeable about United Way's work.

3. MOTIVATE: CREATE SPECIFIC EVENTS THAT INSPIRE ACTION

- **Make challenges achievable.** Asking people to give \$2 per week sounds easier than \$100 per year.
- **Create competition.** Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate, or signs up the most volunteers.



4. ASK: “NOT BEING ASKED” IS ONE OF THE TOP REASONS FOR NOT GIVING

- Personal contact and positive attitude are critical to your campaign team’s success.
- Utilize all corporate channels for “the ask.”
- Make it personal. A personalized ask is best, particularly from a friend or colleague. Utilize personal connections and knowledge in emails and communications.
- Start off with people who already give. Their participation will build momentum.

5. THANK: RECOGNIZE EVERYONE’S CONTRIBUTION TO THE CAMPAIGN, NOT JUST THEIR DONATION

- **You can’t thank them enough.** Say “thank you” when you pick up pledge cards and send out thank you emails.
- **Send a CEO communication.** Draft a thank you message for your CEO to send to all employees who participated in your campaign. Whether it’s an email, intranet announcement, or keepsake letter, the CEO’s support can be key to success.
- **Celebrate with a thank you event.** It can be part of another company gathering or an event all on its own. Either is a great opportunity to publicly honor participants, highlight results, and showcase year-round engagement opportunities.

Opportunities to stay connected don’t end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community or participate in United Way initiatives.

Connect with
us year-round!

