

WORKPLACE CAMPAIGN BEST PRACTICES

1.

PLAN & PREPARE

Assemble a team with members from various departments to help plan and execute your campaign. This will help spread the word and ensure all departments are encouraged to participate. Plan your campaign to match your corporate goals, philanthropic focus, or time and resources.

2.

ENGAGE & INVOLVE

Make giving personal and meaningful by being the first pledge. Make it relevant by asking people about how much they spend on small items like coffee per week. Would they be willing to donate that money to the campaign? Get leadership involved! Employees will feel more motivated to give when they see leadership involved in the campaign.

3.

INCENTIVIZE & MOTIVATE

Make goals achievable and encourage competition between departments or floors to reach those goals. Have awards like PTO, extra company swag, and gift cards for participating in the campaign.

4.

COMMUNICATE & ASK

Be sure to share campaign events with your organization well in advance and share daily updates during the campaign. “Not being asked” is one of the top reasons for not giving. Personalize your asks and utilize personal connections.

5.

CELEBRATE & THANK DONORS

Be proud of the work you’ve done and share the impact with your team. Don’t forget to thank your donors so everyone feels appreciated. Recognize everyone’s contribution to the campaign, not just their donation. You can’t thank them enough!



THROUGHOUT THE YEAR

- Share United Way updates and news throughout the year to communicate the impact of their contribution.
- Subscribe to our newsletter and follow us on social media to stay current.
- Participate in other United Way events and initiatives to increase employee engagement (Day of Caring, Great Book Giveaway, Stuff the Bus, & more!)
- Promote your own internal special events for year-round engagement (casual day, food events, volunteering activities, group impact projects, drives)
- Use New Hire and Retiree packets to engage new employees outside of campaign season and allow retirees to continue their involvement.



CAMPAIGN COORDINATOR GUIDE

Running a workplace campaign.

WHO

You (the Campaign Coordinator) and your team members lead your organization’s United Way campaign and join local companies in supporting our community.

WHAT

A United Way campaign is a time for workplaces to come together, have fun, and do good. Campaigns are usually 1-2 weeks long and can be virtual, in-person, or both. Employees can easily donate to United Way and participate in fun and engaging activities.

WHERE

Your United Way campaign takes place at your workplace. Whether that’s remote or in-person, your campaign can bring people together to raise money for your community. Your donations stay local.

WHEN

United Way partners with organizations year-round to engage their employees in supporting the local community. Most workplaces run their campaigns between September and November while United Way offers the chance to win one of six \$1,000 sweepstake prizes!

WHY

When running a United Way campaign, you are addressing the most pressing issues in our community. Your donation directly supports solutions to big problems, uplifting individuals and families in need.

HOW

United Way staff can help you get started when the timing is right for you! We have lots of resources available to make it easy.



UNITED WAY
South Wood &
Adams Counties

WORKPLACE CAMPAIGN GUIDE



✓ BEFORE THE CAMPAIGN

- Attend United Way Campaign Kick-Off.
- Secure CEO/senior management support.
- Determine your participation goal, fundraising goal, and incentives.
- Recruit a team to help with the campaign; assign tasks.
- Meet with your Loaned Executive or United Way to discuss campaign strategies and develop a calendar of events.
- Review the previous campaign's performance opportunities, and challenges.
- Determine your campaign plan and time frame.
- Schedule your kick-off, United Way speaker, and any special events.
- Promote the campaign and distribute your calendar of events.
- Send a campaign kick-off letter from your CEO/senior management endorsing the campaign.
- Invite retirees to your kick-off event.

✓ DURING THE CAMPAIGN

- Hold a kick-off event with a United Way speaker.
- Ensure all employees have access to campaign materials: flyer and pledge form.
- Hold a leadership giving or loyal contributor (10+ year donors) event.
- Keep the campaign alive by sharing success stories, community facts, and photos.
- Conduct special events, lunch and learn sessions, and other activities.
- Monitor your progress towards your goals.
- Remind individuals who have not pledged to consider making a gift.
- Send reminders about campaign events, incentives, and deadlines.

✓ AFTER THE CAMPAIGN

- Ensure all pledges are received and sent to United Way.
- Follow up on any corporate contribution or employee match.
- Calculate the results, review results with your team, and prepare your final report envelope for United Way.
- Announce results to all employees.
- Post campaign photos on your organization's social media networks.
- Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.
- Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a United Way representative.
- Talk to a United Way staff member about how United Way can continue to improve its service.
- Schedule a check presentation.



SAMPLE WORKPLACE CAMPAIGN SCHEDULE

Check out our full list of campaign activities and talk to United Way staff for more ideas:
<https://www.uwsvac.org/little-book-big-campaign-ideas>

MONDAY | CAMPAIGN KICK-OFF

Host an all-company kick-off to share the importance of United Way! Speakers can include company leadership and United Way.

TIP: Incentivize employees by providing food and/or raffling off a prize.

TUESDAY | CAMPAIGN ACTIVITY 1 (EX: TRIVIA)

Compete in a quiz about coworkers, your company, United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt.

TIP: Suggest a small donation amount to participate in campaign activities.

WEDNESDAY | VOLUNTEER DAY

Encourage employees to volunteer with a group impact project, collection drive, or by heading out to a nonprofit partner to volunteer. United Way can help plan this volunteer activity.

THURSDAY | CAMPAIGN ACTIVITY 2 (EX: SEASONAL ACTIVITY)

For another campaign event, use the time of year to your advantage! Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

FRIDAY | CLOSING CELEBRATION

Celebrate a successful campaign and encourage last minute donations by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations. Make sure to thank everyone for their participation!

TIP: Incentivize employees by offering a company perk if you meet your fundraising goal like a pizza party or early dismissal.

ALL WEEK | AUCTION

Ask employees to donate items or skills and host a silent auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.

Start Planning!

Head to [uwsvac.org/tool-kit](https://www.uwsvac.org/tool-kit) for more ideas and more campaign materials.

CAMPAIGN THEMES

- Decades (80s, 90s)
- Carnival
- Fall & Halloween
- Superheroes
- Night at the movies
- Sweet Tooth

CAMPAIGN INCENTIVES

- Premiere parking
- Time off
- Food, coffee, treats
- Company swag
- Don't forget to promote United Way's Sweepstakes!
- More incentive ideas in our campaign online tool kit

COMMUNICATE DAILY

- Ask employees to share why they give
- Share success stories
- Use the sample communications and campaign materials

