

# Unite to fuel Change



Greater Twin Cities  
United Way

## 2020 BEST PRACTICES

### CREATE A PLAN

Develop a timeline or checklist (see Campaign Worksheet)

### GET LEADERS INVOLVED TO ACTIVATE YOUR CAMPAIGN

Engaged executives encourage employee participation. Examples include: Publicly endorsing the campaign, participating in special events, and developing a succession strategy for campaign chairs.

### BUILD A CAMPAIGN COMMITTEE

Create a committee to activate on campaign deliverables. Members from various levels and departments across the company are represented. Examples include: marketing, finance, communications, labor, etc.

### EDUCATE AND ASK

Educate employees on the impact of United Way dollars in the Twin Cities area. Ask employees to consider how they can contribute and connect. Examples include: sharing a personal story or talking about 211.

### HAVE FUN

Generate momentum and energy by using special events during your campaign. Plan ahead to best leverage your time and strategic opportunities. Examples include: potlucks, competitions, and silent auctions.

### SECURE A CORPORATE GIFT

Your company's support will boost participation and impact. Examples include: matching employee pledges or giving a direct corporate gift.

### SEGMENT DONORS

Customize communications, target solicitations, and tailor engagement strategies to specific employee groups. Examples include: management, labor, manufacturing, remote workforce, and employee resource groups.

### SAY "THANK YOU"

Share results with employees including total amount raised, participation percentages and volunteer hours. Give a special thanks to campaign committee, volunteers and donors that helped achieve the goals.

### SHARE DONOR DETAIL

Thank and connect donors to the impact of their giving by sharing donor contact information with United Way. Each donor receives a thank-you with tangible examples of how their donation makes a difference.

