

Unite to fuel Change



Greater Twin Cities
United Way

2021 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 Unite 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.

