



**TOGETHER WE THRIVE.**  
Your gift changes lives.

# 2018 CAMPAIGN BEST PRACTICES

## CREATE A PLAN

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Develop a timeline or checklist (see Campaign Worksheet)

## GET LEADERS INVOLVED TO ACTIVATE YOUR CAMPAIGN

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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

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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 & ASK

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Educate employees on the impact of United Way dollars in the Twin Cities area. Tell employees how they can contribute and connect. *Examples include: sharing a personal story or talking about 2-1-1.*

## HAVE FUN

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

## SECURE A CORPORATE GIFT

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

## SEGMENT DONORS

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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

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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

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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.