



Employee Campaign Manager *Best Practices*

1) Campaign Timeframe

- Select a *two week period* between September and early December to facilitate your workplace campaign. Earlier will provide more lead time for your organization's payroll department to process payroll deduction information.

2) Campaign Goal

- Set a campaign goal – a 10% or 20% increase over last year – work with United Way staff on ways to reach goal.
- Ask employees to consider membership in the *United Way Leadership Society (Leadership Society members are invited to exclusive United Way events)*
- Ask employees who currently donate to consider giving **\$1 more** per pay period this year; Ask employees who do not already give, to donate **\$1** per pay period. Let them know that every dollar makes an impact.

3) Personalize United Way Pledge Forms

- Ask your H.R. or payroll department to help personalize pledge forms with employee contact information.

4) Make *Your* gift to United Way

- When you make your gift to United Way it enables you to let employees know that you have made your gift to United Way and the campaign is already underway and at ___% of your goal.

5) Hold Campaign Kickoff Event or Kickoff Day

- Encourage employees to make their gift on the **Kickoff Day!**
- Ask United Way staff for ideas on how best to kickoff your campaign or create awareness.
- Send photos of your campaign kickoff, events, donors, etc. to rbuchwalter@uwdor.org

6) CEO and Campaign Team Follow Up

- Ask your CEO or members of your campaign team to join you in sending follow up emails to employees after distribution of pledge forms
- Provide incentives. For multiple incentive or raffle drawings, encourage employees to return their pledge early to be eligible for more giveaways. (Raffle prizes could include parking space near building, 1 hour or more paid time off work, lunch with the CEO, gift certificates).
- Facilitate special events e.g. Dress Down Days to create awareness and raise funds
- Use a United Way **thermometer** to keep employees updated about campaign status

7) Campaign Deadline Update

- Send reminder email letting employees know deadline to return completed pledge form and eligibility for raffle drawings/prizes
- United Way can provide facts or success stories that can be included in these updates.

8) Campaign Paperwork Collection

- Contact Rachel Buchwalter at UWDOR at rbuchwalter@uwdor.org to confirm that your campaign has wrapped up and completed paperwork is ready for collection. Please do not send completed pledge packets in the mail.

9) Thank You Event/Communication

- Hold thank you event or *thank you day* to create awareness of employee support and impact. United Way staff can help provide success stories.
- Invite a representative from United Way to attend a thank you event or staff meeting to present certificates to employees thanking them for their support.
- Send photos to rbuchwalter@uwdor.org to be posted in United Way social media.

10) Promote United Way Year-Round

- Keep employees updated **year-round** about the work of United Way.
- Coordinate a team of employees to participate in a volunteer project.
- Attend United Way Celebration of Service event in the spring to be thanked and recognized.