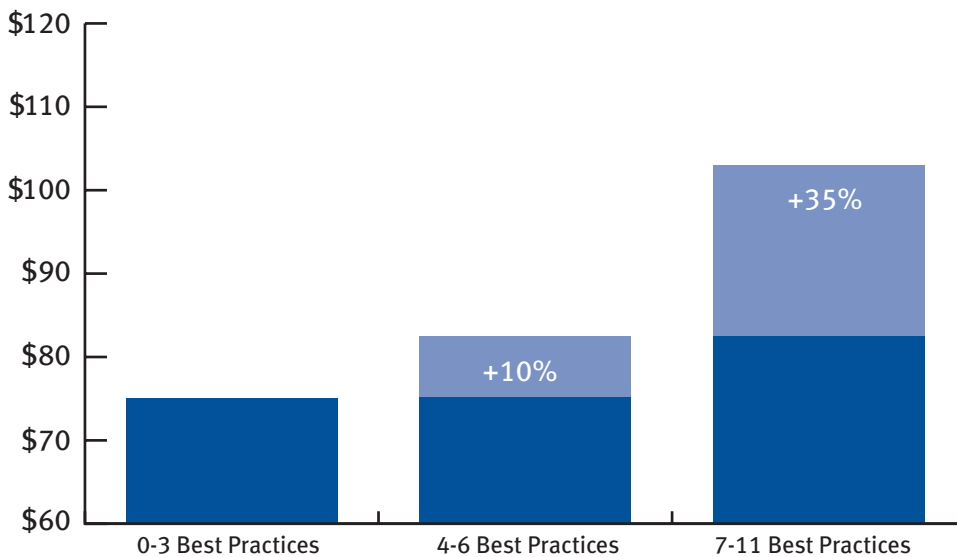


> 11 Campaign Best Practices

We invite you to incorporate as many of these best practices as possible in your workplace campaign. As indicated by the chart below, by using between 7-11 best practices, you can increase your campaign results by an average of 35%.



1. Involve your CEO or senior management.
2. Build a strong, diverse campaign team.
3. Set clear goals. Track and report results.
4. Utilize United Way's experienced staff and campaign resources.
5. Establish a Leadership Giving program (gifts of \$1,000+).
6. Hold a Tocqueville Society event (gifts of \$10,000+).
7. Provide a corporate contribution with possible matching program for donors
8. Conduct a new hire and retiree campaign
9. Engage in volunteer activities - LIVE UNITED
10. Make the ask. Collect contribution forms/e-pledges.
11. Say thank you—and help United Way say thanks, too.

Good planning usually starts with good questions. Your answers will give you a strong base to work from as you plan your campaign.

- What community issues are most important to your company?
- Who in your company's management is supporting you?
- Is your company structured by departments, work groups, geography, other? Consider structuring your campaign team along similar lines.
- Can you incorporate United Way into already established company events and communications?
- How can you make sure every donor is educated and asked to contribute?
- What would be the best incentive to get employees to participate in the campaign? Day off? Special events? Prizes? Corporate match of their gift?
- What techniques can you use to engage Leadership contributors?
- How do you say thank you to all your donors? Do you provide United Way with your contributors' names and contact information so we can say thank you, as well?