

Best Practices for a Successful Campaign



1. CEO publicly supports the campaign.

An active CEO endorsement throughout the campaign will improve campaign results. Speaking at employee group meetings, leaving voicemails, sending an email or letter to all employees and securing the co-endorsement of union labor representatives (if applicable) are all ways a CEO can publicly endorse a campaign.

2. Company implements Campaign Team.

Successful campaigns are improved with the coordinated efforts of a diverse team. A supportive CEO recruits or appoints members of a Campaign Team. An Employee Campaign Manager manages the nuts and bolts of a workplace campaign. A Key Club Coordinator and Rosenberry Ambassador set leadership giving goals. A Campaign Team, with representation from all areas of the organization (including labor), helps plan and promote special events.

3. Company Campaign Team attends training.

Campaign trainings provide campaign team members with Agenda for Change progress, key strategies, and new ideas for running a successful campaign.

4. Company makes campaign fun and engaging.

Maximize employee participation by using incentives, ensuring campaigns incorporate fun and engaging special events and generate employee enthusiasm to support the Agenda for Change. Campaign fun might include: casual days, cookbook sales, themed parties, raffles, silent auctions, departmental competitions or cookouts. Go ahead, be creative! Organize a Day of Caring volunteer team and attend our Campaign Kickoff Luncheon on August 18. Volunteer to see how your dollars are at work.

5. Company promotes Leadership Giving.

Leadership Donors are people who are invested in their community and are actively working to improve the human condition. Best of all, Leadership Donors exist in your workplace. Engage these individuals by informing them of the impact their dollars are having on children and families in Dane County. Invite all employees to give at a Key Club or Rosenberry level through your United Way presentations, emails, or personalized notes. Hold a special event for your CEO or workplace leadership to recognize leadership donors' generosity, and to invite current and prospective Leadership Donors to continue their investment in their community. Executing these strategies will grow your campaign!

6. Company distributes personalized pledge forms.

Personalize employee pledging by providing pre-printed pledge forms. Ensure that all employees are encouraged to turn in pledge forms and all donors have had a chance to give. Electronic pledging is another convenient way to personalize pledging. For more information on setting up electronic pledging, call Baruch at (608) 246-4342.

7. Company allows employees to use payroll deduction.

Payroll deduction simplifies pledging. Provide employees the opportunity to use this practical and easy method of donating. For more information on setting up payroll deduction, call Gloria at (608) 246-4365.

8. Company educates employees about United Way.

Include 100% of employees in employee group/department meetings. Have your Loaned Executive or a United Way partner agency speaker share how donor investments impact our community through the Agenda for Change. Promote the campaign by showing the campaign video and distributing United Way materials. Get your company to volunteer at Days of Caring or take a tour of a partner agency. Ensure that donors have access to year-round information.

9. Company has New Hire and/or Retiree program.

Give everyone an opportunity to pledge. Offer new, part-time and seasonal employees the opportunity to contribute at the time they join your organization as part of your orientation process. New Hire packets are available by calling Carli at (608) 246-5482. Distribute brochures to retiring employees to keep them engaged after they leave the work force.

10. Company has a Thank You program for donors.

Thank your prior year donors at the start of your campaign to improve your donor retention. Follow-up with your prior year's donors and encourage them to be involved this year. Don't forget to thank your current donors for their support in the campaign. Encourage your Campaign Team to attend Campaign Celebration, taking place on November 19, 2015.

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