

CAMPAIGN BEST PRACTICES

1. Show CEO's public support of United Way

- Send out a personal letter of endorsement or video from your CEO
- Have your CEO take part in your kick-off (i.e. speech or first pledge turned in)
- Discuss corporate gift

2. Recruit a team

- Involve representatives from various departments in your organization
- Set up regular committee meetings and delegate responsibilities
- Ensure campaign success by creating roles such as department liaison and payroll contact, and areas of focus such as marketing/events and campaign communications, for committee members

3. As a team, set an attainable fundraising and participation goal

- Review/evaluate past performance to help calculate goals

4. Communicate, Communicate, Communicate

- Campaigns with great visibility encourage everyone to get involved
- A few ways to mix your communications up and give your campaign the visibility it deserves:
 - Employ regular, consistent communication
 - Launch your campaign with creative kickoff communications— then, communicate along the way to maintain excitement and engagement
 - Use a mixed media approach to promote your campaign, including: email, intranet, personalized letters, pay stub inserts, and United Way of Sheboygan County's website (utilize United Way's Campaign Toolkit)

5. Invite everyone to give

- Use committee members & other advocates to reach all your coworkers
- Include active employees and retirees
- Ask new hires as part of your HR package

We're always here for you.

**Your United Way staff partner can help make sure your campaign is a success.
Call 920-458-3425 or Email Katelyn (katelyn@uwofsc.org) or Emily (emily@uwofsc.org)**