

Reminders

Tips for a successful United Way Campaign

As we have reviewed past campaigns to learn from our successes we have drawn some simple conclusions. We hope you will consider these and find them helpful as well.

Kick Off your campaign with a splash! A **party** with door prizes and snacks is always popular. United Way representatives can present about the organization and answer any questions that employees may have about the campaign. We can even bring a video to screen.

Set a **strong goal** or challenge that asks people to rise to the occasion and surpass the past year's accomplishment (or better yet, a competitor's accomplishment!).

Most successful campaigns are endorsed by business **owners or leaders**, with excitement moving from the top of the organization on down. Employer match programs not only increase the dollar value of the total campaign but they offer incentives for employees to give.

Campaigns that are most successful are **focused** and **time limited**. A one- or two-week campaign window is most effective. It makes a minimal interruption in the day to day work environment yet offers enough time to solicit and encourage every employee to participate.



Campaigns that are most successful have people asking people to participate **face to face**. You may need solicitors in addition to your campaign committee.

The best campaign captains are sure to invite every staff member to respond to the solicitation. Employers who voice a desire for **100% participation** often get it. Incentives always help as well!

Employee **peers or managers** facilitate the most effective campaigns. Employees are more likely to be personally motivated and will feel better about giving when a peer introduces them to the idea.

Call your United Way
rep for more ideas!

GIVE. ADVOCATE. VOLUNTEER.