

MAKE YOUR CAMPAIGN **STAND OUT**

TIPS & TRICKS TO HELP YOUR CAMPAIGN BE A SUCCESS

By hosting a united Way campaign, you will engage, excite, and unite your colleagues in service to our community. Outlined below are best practices and established strategies to help you increase dollars raised and participation.

RECRUIT A TEAM

The best campaigns have a committee of enthusiastic, committed employees behind them. Build your dream team by:

- **Involving representatives from difference areas in your organization.** Diversity is important, so invite individuals from groups such as marketing, human resources, accounting, employees that work in the field or on manufacturing floors and more.
- **Scheduling regular committee meetings and delegating.** You can 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.

LOCK DOWN LOGISTICS

It's all about timing—take it from us.

- **Keep it short and sweet.** Focus on a campaign timeline of one, two, or four weeks.
- **Plan ahead.** It's important to launch the campaign with a clear kickoff and wrap it up ceremoniously. These are key elements to consider when creating your timeline.
- **Set goals.** Once you set a realistic goal with United Way's help, share it with your team so they know what they're working toward.

RALLY THE TROOPS

Bring people together do more than donate.

- **Host a Kick-Off event.** Hosting events throughout your campaign get employees together and create an element of fun. Offer events so employees have a variety of ways to learn what their contribution to the United Way of Greater Cleveland will help accomplish.
- **Create friendly competitions between departments.**
- **Facilitate a leadership meeting.** Set a meeting designed to educate a unique segment of past contributors— those who have donated at a specific level (for example, \$500 or more)—about the benefits of giving at the Leadership level (\$1,000+ annually).

PROMOTE YOUR CAMPAIGN

Campaigns with great visibility lead to involvement. Here are ways to mix up your communications:

- **Use regular, consistent communication.** Launch your campaign with creative kickoff communications then provide regular updates and touchpoints.
- **Use a mixed media approach.** Keep it digital with email, screens in common areas, and your employee intranet, or post flyers and print handouts. Focus on the channels of communication your organization finds most effective.
- **Increase employee awareness by creating competition between departments and/or using various events.** Check out our materials on virtual and in-person events for ideas.

STRATEGIES TO INCREASE PARTICIPATION

- Hold a drawing at the end of each employee meeting for all who turn in a pledge form
- Give everyone who turns in a pledge form a raffle ticket(s) for a drawing to take place at the end of the campaign.
- Have a participation goal, throw a party if the goal is reached.
- If you reach the company goal, throw a party.

STRATEGIES TO INCREASE THE AVERAGE GIFT

One of the best ways you can reach your goal is increase the average gift within your company:

- Hold a leadership giving campaign.
- Establish a company leadership level with its own recognition plan.
- Ask the employees to increase their weekly gift by \$1 to \$5.
- Incentivize employees that give or increase their gift. Possible incentives can include: extra PTO time or a floating holiday, jeans day, reserved parking, extra time for lunch, or summer hours. Don't be afraid to get creative!

WRAP THINGS UP

Clearly signify that the campaign has officially ended and thank your colleagues.

- **Report Results.** Publicize your campaign's end date so all pledge forms are turned in by the deadline (remind donors to keep a copy of their pledge for tax purposes).
 - **For paper pledge/donation forms** - place the donations and forms in an envelope and prepare it for delivery or pickup:
 - Include the original copy of pledge forms and all payments for one-time gifts and special events.
 - Sign the envelope verifying the amount of cash and/or checks enclosed.
 - Submit results to United Way within two weeks of your campaign's close, so United Way can process donations and thank employees in a timely manner.
 - **For online pledge/donation forms**
 - Gather the online pledge information you have received [your designated point of contact will receive copies of all online pledges/donations made through the designated portal].
 - United Way will provide a report of all the online pledge information you have received [to be provided to your Human Resources/Payroll department or your designated point of contact] within one week of your campaign's close, for you to process payroll deductions as needed.
- **Thank everyone in a timely manner.** Ensuring your employees have a positive experience is critical to reinforcing your appreciation and creating consistent donors.
- **Recognize specific contributions.** Thank contributors for participating in the campaign with incentives such as prize drawings, a thank-you luncheon, or personal letters.
- **Stay in touch with United Way.** Your United Way contact is available year-round. Keep open lines of community to share what's going on at your company and learn how your organization's support of United Way makes an impact.



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