



UNITED WAY
Greater Cleveland

Campaign Tips & Tricks

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 different areas in your organization.** Diversity is important, so invite individuals from different department, of different ages and areas of expertise.
- **Scheduling regular committee meetings and delegating.** You can ensure campaign success by creating roles such as department liaisons and payroll contact, and areas of focus such as marketing and events and 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 in 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 to do more than donate.

- **Host a Kick-Off event.** Hosting campaign events gets employees together and creates an element of fun. Events give employees a variety of ways to learn what their contribution to United Way helps accomplish.
- **Create friendly competition between departments.**
- **Facilitate a leadership meeting.** Set a meeting to educate a unique segment of past contributors, like those who donated at a specific level or company leadership, on the benefits of Giving Societies.

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 a creative kickoff communication then provide regular updates.
- **Use a mixed media approach.** Keep it digital with email, screens in common areas, and your employee intranet. Post flyers and print handouts, focusing on the channels that are most effective with your team.
- **Increase employee awareness by creating competition between departments and/or using 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 complete their pledge.
- 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 fundraising goal, host a celebration.

Strategies in 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 employees to increase their weekly gift by \$1 to \$5.
- Incentivize employees that give or increase their gift. Possible incentives: extra PTO or a floating holiday, jeans day, reserved parking, extra time for lunch, 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** - Please the donations and forms in an envelope and prepare it for deliver 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 close, so UWGC can process donations and thank employees in a timely manner.
 - **For online pledges/donations**
 - 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 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 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 drawing, thank-you luncheon, or personal letters.
 - **Stay in touch with United Way.** Your United Way contact is available year-round. Keep open lines of communication to share what's going on at your company and how your campaign support is making an impact!

Questions? Contact your UWGC Account Manager or email donate@unitedwaycleveland.org.