



**UNITED WAY**  
Greater Cleveland

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.

## **WORKPLACE CAMPAIGN BEST PRACTICES**

### **Start Early**

The best campaigns start early! Plan to meet with your United Way Account Manager **eight (8) weeks out** from your campaign start. Together, you will organize forms and timelines, set goals, and plan events.

### **Form a Campaign Committee**

The more people involved in your campaign, the better! It creates buy-in. Consider having a representative from each department or Employee Resource Group to engage as many people as possible.

### **Identify an Internal Campaign Chair**

Campaign participation increases when your leadership team sets the example! Identify one member of the C-suite to serve as your Campaign Chair. They should attend committee meetings and events. Your Chair should also send out messages to share progress, encourage participation, and thank employees.

### **Set a Goal**

Set and share your campaign goal with your employees! This gives the whole company something to rally around. Be sure to provide regular updates on progress.

### **Include Ask Amounts in Your Messages**

Including a **specific ask amount** in your messaging results in more donations and higher gifts! If you don't want to ask for a specific amount, ask employees to increase their gift by \$5 or \$10 per pay period.

### **Host Special Events**

Special events like raffles and denim days are a great way to encourage campaign participation! Every campaign should include at least one special event. If your campaign is four weeks or more, plan to host two or three!

### **Say Thank You**

Be sure to thank every employee and celebrate fundraising milestones! Also, make a special effort to thank leadership donors - those employees who give \$1,000 or more each year. Consider hosting an appreciation event for your leadership donors, like a happy hour or luncheon to show appreciation. Invite your company leaders and United Way staff to attend too!

### **Find Ways to Engage All Year**

Your campaign is only a few weeks, but United Way's work continues throughout the year! Find ways to stay connected to the mission by organizing volunteer opportunities, supporting events, or having a year-round fundraising activity (ex: Proceeds from casual Fridays all year support United Way).