

## Best Practices for a Workplace Campaign

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### Secure top-level management support

- Allow company time for campaign planning and presentations
- Sign a letter of endorsement
- Speak at appropriate company campaign events
- Run a leadership giving campaign

### Build an employee campaign team

- Select individuals from all parts of the organization to serve on the committee.
- Assign duties for each committee member
- Educate the committee through presentations, tours, etc.

### Analyze past campaign results with your UWMC Representative

- Set a participation goal
- Establish a campaign plan and timeline
- Work closely with United Way staff to find new ways to grow your campaign.



REACH OUT A HAND TO  
**ONE**  
AND INFLUENCE  
THE CONDITION  
**OF ALL.**  
GIVE. ADVOCATE.  
**VOLUNTEER.**  
**LIVE UNITED**

**LIVE UNITED™**

### **Conduct an education and fun campaign**

- Select the best methods for asking everyone in your company to give
- Select and train your committee
- Reserve rooms and speakers for the presentation/s.
- Choose fun activities to promote interest

### **Run a leadership Campaign**

- Ask your CEO to choose a senior manager to coordinate a leadership event.
- Have Leadership Campaign Manager develop a list of potential leadership givers.
- Leadership Campaign Manager will arrange and conduct a management leadership giving meeting.

### **Wrap up the Campaign**

- Report results to employees.
- Fill out United Way report envelope and return to United Way
- Thank all employees through messages in newsletters, bulletin boards, etc.

### **Promote United Way year-round**

- Educate, educate, educate!
- Work closely with your United Way Rep who is at the ready to provide you with ideas and suggestions.



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