

Best Practices for a Successful Campaign



1. CEO publicly supports the campaign.

An active CEO endorsement throughout the campaign will improve campaign results. Speaking at employee group meetings, leaving voicemails, sending an email or letter to all employees are all ways a CEO can publicly endorse a campaign.

2. Company implements a Campaign Team.

Successful campaigns are improved with the coordinated efforts of a diverse team. A supportive CEO recruits or appoints members of a Campaign Team. An Employee Campaign Coordinator manages the nuts and bolts of a workplace campaign. Leadership and Emerging Leaders Society Ambassadors set leadership goals. A Campaign Team, with representation from all areas of the organization, helps plan and promote special events.

3. Company Campaign Team attends training.

Campaign trainings provide campaign team members with updates on the work the North Penn United Way is doing, key strategies and new ideas for running a successful campaign.

4. Company makes campaign fun and engaging.

Maximize employee participation by using incentives, ensuring campaigns incorporate fun and engaging special events and generate employee enthusiasm. Campaign fun might include: casual days, cookbook sales, themed parties, raffles, silent auctions, departmental competitions or cookouts. Go ahead, be creative! Organize a Day of Caring volunteer team - see how your dollars are at work.

5. Company promotes Leadership Giving.

Incorporate leadership giving into the campaign by inviting all employees to give at the Leadership or Emerging Leaders Society level. The Emerging Leaders Society is a great way to encourage younger employees to get involved with United Way. Celebrate Leadership donors with invitations to special events and distribute Leadership pins to those donating at a Leadership recognition level.

6. Company allows employees to use payroll deduction.

Payroll deduction makes philanthropists out of us all and simplifies pledging. Provide employees the opportunity to use this practice and easy method of donating.

7. Company educates employees about United Way.

Include 100% of employees in employee group/department meetings. Have your United Way representative or agency speaker share how donor investments impact our community. Promote the campaign by showing the campaign video and using United Way materials. Get your company to volunteer at Day of Caring or contact our Volunteer Center for assistance in setting up a day of volunteer service for your company. Ensure that donors have access to year-round information.

8. Company has New Hire and/or Retiree program.

Give everyone an opportunity to pledge. Offer new, part-time and seasonal the opportunity to contribute at the time they join your organization as part of your orientation process. New hire packets are available by calling us at 215-855-3002. Distribute brochures to retiring employees to keep them engaged after they leave the work force.

9. Company has a Thank You program for donors.

Thank all employees for their participation in the campaign and recognize the efforts of your Campaign Team. Encourage your Campaign Team to attend the Campaign Celebration taking place on June 19, 2012 at Harleysville Insurance.

LIVE UNITED