

# Best Practices

You've put a lot of time and effort into planning your Campaign. Now, it's time to let people know about it! In this phase of the campaign your focus is getting your colleagues on board with you and United Way.

## Here are some of the best methods for promoting your campaign:

- Articles in your newsletter about United Way's work in the community, your campaign and upcoming events
- Information distributed in paychecks to announce incentives, meetings and events
- Create a calendar and send to all employees about campaign events
- E-mails or paycheck attachments stating facts and statistics about United Way's impact on the community
- Success Stories
- Posters hung throughout the workplace that both share United Way information and promote upcoming events
- A letter from your top executive that kicks off the campaign, encourages employee participation and states his/her support of United Way and its mission
- Gather testimonials from colleagues about their experiences with United Way funded organizations whether they received services or have volunteered. Use these testimonials in the above promotions or at your United Way presentation



## Running Your Campaign:

### Step 2: Be Creative

The most successful campaigns employ fun and creative ideas to entice and interest your co-workers. Once you've decided on a theme for your Campaign, incorporate it throughout your communications, materials, activities and events. It will make the Campaign more successful and enjoyable for everyone.

#### Plan the Kickoff Event:

Start your Campaign by hosting a fun and informative kickoff event! Get employees and management excited about United Way and how they can all do their part.

#### Some Helpful Hints:

- Make sure that your Top Executive and senior level management can attend.
- Toward the end of your Campaign, have a special event fund-raiser such as jeans day, car wash or book sale.
- If possible, kickoff your campaign at an all-staff meeting that is already on the calendar- this saves employees from having to make a special effort to attend an extra meeting or rearranging their schedules.
- Have a Leadership Giving meeting for your senior management and top executives before your kickoff. This allows you to get gifts from the top before asking employees to give, which is a great motivational tool for a kickoff event.

Kickoff events can range from a special luncheon with activities, drawings and prizes to all day events with games and contests. As long as your co-workers enjoy themselves and learn about your United Way Campaign, it is sure to be a success.

#### What are some other employee incentive ideas?

Tickets to an event, coffee mugs, "sleep in late" day, reserved parking space for 2 months, afternoon off, lunch for a department, lottery tickets, free day off on birthday, movie passes, restaurant certificates