

# Campaign Best Practices



United Way  
of Southeastern Connecticut

Tried and true techniques that veteran Employee Campaign Coordinators swear by to improve results and participation in the campaign:

## Before the Campaign.

- Meet with your United Way representative.
- Attend Coordinator Training.
- Secure CEO/Management support, and Unions where applicable.**
- Review your campaign history and set a goal.
- Recruit a campaign committee, if possible, to help with the campaign.
- Determine your campaign plan, timeframe, and incentives for giving.
- Schedule a United Way Day of Caring volunteer project.**
- Gather your campaign communications and any campaign materials.
- Schedule your kick-off, United Way speakers, and any special activities.
- Send a letter or email from your CEO endorsing the campaign.
- Promote the campaign.

We know this list looks long but don't feel overwhelmed! Consider implementing 2-3 new ideas or events each year to enhance your campaign.

## During the Campaign.

- Distribute pledge forms and materials to every employee.**
- Promote the campaign, kick-off, and special activities through numerous channels.
- Hold a special event to invite members to join the Spinnaker Club (leadership givers who contribute \$1,000 or more annually).
- Hold a mid-campaign committee meeting to review the progress towards the goal.
- Send regular progress reports to employees.
- Follow-up with individuals who have yet to complete their pledge form.
- Send reminders about campaign activities, incentives, and deadlines.

## After the Campaign.

- Collect all pledge forms and campaign materials.
- Schedule a time with United Way representative to complete paperwork.



- ❑ Take care of any corporate contributions or matches on employee giving.
- ❑ Send a thank you letter to everyone including the campaign committee and CEO.
- ❑ Publish a short story, photo, and the results of your campaign in the company newsletter.
- ❑ Hold a post campaign committee meeting to evaluate the challenges and successes of the campaign. Keep the notes handy for next year for yourself or the next ECC.
- ❑ Talk to your United Way representative so that we can continue to improve our service.

## Year Round.

- ❑ Keep employees updated on the activities of United Way.
- ❑ Follow us on Facebook, Twitter, Instagram, and LinkedIn.
- ❑ Display or distribute information about United Way 2-1-1 in your office building, reception area, cafeteria, etc.
- ❑ Promote opportunities to employees including Day of Caring projects, reading to young students, and volunteering at the Gemma E. Moran United Way/Labor Center and mobile food pantry. All volunteering can be arranged through United Way.
- ❑ Run a food drive or school supply drive.
- ❑ Work with your HR department to implement a new hires program so that all new employees are given the opportunity to donate when they begin employment.
- ❑ Ask employees that are leaving or retiring if they would like to fulfill their pledge to United Way.
- ❑ Visit a United Way partner program to see your United Way at work in the community.



Find the full ECC Guide and other materials and information for your United Way campaign at [uwsect.org/campaign-headquarters](http://uwsect.org/campaign-headquarters).