Employee Campaign Best Practices

February 27, 2019

RECRUIT

- **Build the Right Team**: Don’t go at it alone. Pull in enthusiastic, resourceful, and committed coworkers. Involve representatives from various departments. Set up regular meetings and delegate responsibilities.
- **Get Leadership Support**: Visible leadership support makes all the difference.
- **Use United Way Presentations**: We offer short presentations (5-10 minutes), including bringing in agencies we support. It is the best way for employees to learn about where their dollars go.

PLAN

- **Set Goals**: We can help you set numbers in terms of participation and contributions.
- **Keep Campaign Short and sweet**: Make your campaign no more than 4 weeks, and preferably 2 weeks. Be clear about your kickoff and wrap up the campaign with a grand ceremony.
- **Host a Kickoff event** that is educational and inspirational. Again, we can help.
- **Facilitate a Leadership Meeting**: for donors who give $1,000 or more.

COMMUNICATE

- **Use regular, consistent communications**: Play up the launch, provide regular communications, and build excitement.
- **Use a Mixed Media Approach**: Email, intranet, presentations, incentives, flyers, posters, social media posts. Again, we are glad to help with these.

BORROW BEST PRACTICES

- We offer a complete employee campaign guide. Ask.