

Best Practices to Improve Your United Way Campaign

	Yes we do this	We Need to do this
1. CEO/ Endorsement/Public Support		
2. Set Goals for Giving		
• <i>Percentage of workforce Donors</i>		
• <i>Number of Leadership Donors</i>		
• <i>Work place donors</i>		
3. Corporate Gift		
4. Fundraising- Events, parking sports or employee- made items, lunches		
5. Promote the Gas Card Giveaway- communicate weekly drawings		
6. Start early		
7. Payroll deduction		
8. Kickoff Meeting or Breakfast with Employees		
9. Testimonials- Personalize Message		
10. Make the “ask” soon after the kickoff/ testimonials		
11. Stand-up meetings to report results		
12. Personalized Pledge Forms		
13. Incorporation of a theme, incentive, special event		

The Best Campaigns Start with CEO Endorsement & Support... You Can Make A Difference!!!!!!

