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**Workplace Campaign Best Practices**

1. **Campaign Time Line**
	* Select a two week period between August and early December to facilitate your workplace campaign. Earlier will provide you more lead time for your payroll department to process payroll deduction information. \*Option: Participate in a Frontrunner/Pacesetter Campaign.
2. **Campaign Goal**
	* Set a campaign goal of 10% to 20% increase over last year – work with United Way staff or Loaned Executives on ways to reach your goal.
	* Ask members of your leadership team/executive management to consider giving a Leadership Gift.
	* Ask employees who currently donate to consider giving $1 more per pay period. Ask employees who do not already give, to donate $1 per pay period. Let them know that every dollar makes an impact. Include criteria for goal setting: S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, and Timely).
3. **Personalize United Way Pledge Forms**
* Ask your HR or Payroll Department to help personalize pledge forms with employee contact information.
1. **Hold Campaign Kickoff Event or Kickoff Day**
* Encourage Employees to make their gift on the **Kickoff Day!**
* Ask United Way staff for ideas on how best to kickoff your campaign or create awareness. \*See *FUN*-Raising *Guide*
* Tag United Way of the Big Bend in photos of your campaign kickoff events on social media, with you celebrating your donors, etc.
1. **CEO and Campaign Team Follow Up**
* Ask your CEO or members of your campaign team to join you in sending follow up emails to employees after distributions of pledge forms.
* Provide incentives. For multiple incentive or raffle drawings, encourage employees to return their pledge early to be eligible for more giveaways. (Raffle prizes could include parking spaces near building, 1 hour or more paid time off work, lunch with the CEO, gift certificates, etc.) \*Must involve CEO/Executive team in this, you will need their approval.
* Facilitate special events (e.g. Dress Down Days) to create awareness and raise funds
* Use a graph or pie chart to keep employees updated about your internal campaign status. \*Be sure to visit uwbb.org/ECC-Resource for tips, tools, etc.
1. **Campaign Deadline Update**
* Send reminder email letting employees know deadline to return completed pledge forms and eligibility for raffle drawings/prizes.
* Ask UWBB staff or Loaned Executive for facts or success stories that can be included in these updates. \*Be sure to visit uwbb.org/ECC-Resource for tips, tools, etc.
1. **Campaign Paperwork Collection**
* Place a copy of the pledge forms, and any money into a Campaign Envelope. Multiple Envelopes can be provided if necessary. Submit your completed envelope to UWBB employee or Loaned Executive. If you have separate “Special Event” money, please place that in a separate envelope and label it.
* Do NOT leave cash or checks in your desk drawer or car overnight.
* Turning in multiple envelopes throughout your campaign is encouraged so cash and checks do not sit. Just mark “Partial” on your campaign envelope and turn it in.
1. **Thank You Event/Campaign Finale Communication**
* Hold a thank you event or thank you day to create awareness of employee support and impact.
* Invite a representative from UWBB or Loaned Executive to attend.
* Tag United Way of the Big Bend in your Celebration photos. Use hash tag #LiveUnited #UWBB #community
* Attend United Way’s Finale Celebration and receive your plaque or certificate of support.
1. **Support United Way Year Round**
* Coordinate a team of employees to participate in a volunteer project
* Encourage your employees to volunteer in the following ways:
	+ Campaign Team Member
	+ Investment Team Member
	+ VITA Volunteer
	+ Reading/Math Pal
	+ Women United group
	+ Young Leaders Society
	+ Loaned Executive