

# 10 CAMPAIGN TIPS FOR A SUCCESSFUL CAMPAIGN

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## 1) CONNECT WITH UNITED WAY

Meet with your United Way representative to review prior year's giving and to develop a campaign strategy.

## 2) ENGAGE SENIOR LEADERSHIP

Support from your CEO/President/ED is key to drive a campaign's success by creating momentum. When they are the first to give, others will follow their example. Communications on behalf of Senior Leadership will reflect the value of United Way, empower Employee Campaign Ambassadors or a Campaign Committee, as well as target those able to give at a higher level.

## 3) INVITE STAFF TO A UNITED WAY PRESENTATION

Bringing employees together to learn more about United Way and asking questions improves the understanding of why the annual United Way Workplace Giving Campaign is important to our community. Schedule one or more presentations with United Way staff, invite your workplace's senior staff to share remarks, and consider incentives for attending.

## 4) BE VISIBLE

Get on the agenda for scheduled organization-wide events, department meetings, or other company gatherings to raise awareness about the opportunity to positively impact our community through United Way's Workplace Giving Campaign.

## 5) KICK OFF STRONG AND CREATE INCENTIVES

A fun launch event for staff sets the tone for the campaign. This is a great time to announce any incentives, contests, or drawings. One supporting company increased employee participation by allowing donors earn a day off if they contributed a Fair Share amount of 1% of their annual salary or what's equal to 1 hour's pay per month.

## **6) PROMOTE. PUBLICIZE. PLAN.**

Raise awareness of United Way's work throughout your workplace campaign. Send email updates. Be a presence on your company's meetings. Form a committee if needed. You can count on United Way staff for support and advice on your publicity and marketing efforts.

## **7) MAKE IT PERSONAL**

A personalized ask is best whenever possible, particularly from a friend or colleague. Leverage personal connections and knowledge in emails and any other communications.

## **8) HAVE FUN!**

People are more likely to get involved and stay involved if the campaign is treated as an opportunity for team-building and employee engagement.

## **9) THANK AND CELEBRATE**

Acknowledge those who help. Involve and recruit others who share your commitment. Thank them again and again. These actions are a big part of making your current campaign a success and setting the stage for next year's campaign.

## **10) LET THE SPIRIT LIVE ON!**

Opportunities to positively impact our community don't end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer and advocate for issues through United Way's volunteer-match site—[VolunteerElPaso.org](http://VolunteerElPaso.org)

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