

BEST PRACTICES

You don't have to reinvent the wheel to plan a successful campaign. If you need inspiration, try borrowing practices from some of our most effective campaigns:

Host a Beacon Circle meeting or meal at a United Way partner agency to give prospective leadership donors an inside look at the agencies their donations support. Arrange tours and presentations to showcase impact, and invite attendees to donate on-site.

Example:

In 2017, Twin Disc hosted a Beacon Circle breakfast at the George Bray Neighborhood YMCA. Attendees learned about the impact of their donations and were invited to make leadership gifts. By the time their campaign concluded, their leadership gifts had increased 4.5 percent.

To learn more:

Get in touch with your United Way contact person for a sample agenda, information on prospective hosts, and a list of caterers.

Facilitate volunteer and engagement opportunities with United Way for potential donors to become personally involved with the work of United Way's funded programs and initiatives.

Example:

Modine and United Way collaborated to come up with a year-round menu of engagement for Modine employees, including opportunities such as serving meals to residents of HALO, holding a school supply drive for Knapp Elementary students and families, and participating in the construction of Wadewitz's Dream Big Playground. Modine runs United Way's second largest campaign.

To learn more:

Get in touch with your United Way contact person for a sample volunteer interest form or more donor engagement activities.



Sell food to employees to supplement campaign pledges.

Examples:

Unico hosted a bake sale, available to purchase from during lunches and other scheduled breaks.

David Insurance offered Food Truck Fridays and Bloody Mary Bar Fridays; select staff members donated food and ingredients, and all other employees paid to eat.



Host a management team competition, inviting your management to compete for the largest pledge, or hosting it as a special event.

Example:

Unico put out money jars for employees to bid on the “most favorite” manager. Whichever manager lost would have to dress up in whatever costume the winners chose.

Bring all employees to campaign presentations to ensure all employees can learn about United Way and have the opportunity to donate.

Example:

InSinkErator and Great Northern Corporation made presentations available to all staff and all shifts, resulting in an increase of leadership donors and overall participation.

Create a campaign goal, whether it’s a dollar amount or percentage increase.

Example:

Johnson Outdoors set a percentage increase goal and offered each employee’s suggested pledge increase on their individual pledge forms.

Host a joint competition or celebration with the different companies in your building or departments in your company. Compete to see which group has the highest pledges or participation rates.