

# 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 impact partner agency to give prospective leadership donors an inside look at the programs their donations support. Arrange tours and presentations to showcase impact, and invite attendees to donate on-site.

**Example:**

In 2020, Twin Disc hosted a virtual Beacon Circle breakfast at Health Care Network. Attendees learned about the impact of their donations and were invited to make leadership gifts.

**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 our team for potential donors to become personally involved with the work of our funded programs and initiatives.

**Example:**

In 2020, InSinkEerator collected school supplies at all 3 of their locations for the Community Schools. They purchased items the students needed in addition to the district provided materials. InSinkEerator also provided a cash donation to both Julian Thomas and Knapp Elementary to help with any additional needs the schools had. They ran the drive along with their campaign and it was a huge success.



**To learn more:**

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



[UnitedWayRacine.org/campaign-toolkit](https://UnitedWayRacine.org/campaign-toolkit)

**United Way  
of Racine County**



**Use multiple marketing channels** to reach potential donors in whatever medium they prefer.

**Examples:**

in 2020, SC Johnson's ECC shared a series of emails with its staff to highlight our work and the impact of an investment.

**To learn more:**

Explore our campaign toolkit at [UnitedWayRacine.org/campaign-toolkit](https://UnitedWayRacine.org/campaign-toolkit) for sample handouts, social media posts and more.



**Migrate your campaign pledge process to a digital format** on our website or through tools like eWay.

**Example:**

Educators Credit Union ran a multi-county, web-based campaign. The ease of access and communication this provided increased participation and streamlined donors' understanding of their impact.

**To learn more:**

Reach out to your United Way contact person to preview different formats your digital campaign can take. We highly recommend a webform hosted on our website for the most customizable option and the greatest support possible from your United Way team.

**Host virtual and remote events** for increased employee accessibility and engagement. Special events are a fun way to engage your team while raising funds, and a virtual format enables the use of multimedia elements to make your event pop.

**Example:**

Focus on Community hosts an annual taco sale that moved to a drive-through format in 2020. This resulted in an increase in orders and funds raised. Other companies piloted events like email trivia and bingo, company swag orders with a percentage back for UWRC and a snack shop with minigames.



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**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.



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

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**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.

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**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.

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



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