

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:

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:

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 students and families and participating in the construction of Wadewitz's Dream Big Playground.



To learn more:

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

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. This event can be done virtually or in-person to accommodate your group.

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

Examples:

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

To learn more:

Talk to your United Way contact person to schedule a time for them to come to your company to present.



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.

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.

To learn more:

Reach out to your United Way contact person to discuss what campaign goal is right for your company, how to set it up and what incentives to place around it.



Host a joint competition or celebration among the companies in your building or among the departments in your company. Compete to see which group has the highest pledges or participation rates. This is a great opportunity to get creative and have fun with your company campaign!

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.

To learn more:

Whether you’re interested in replicating a competition or celebration you’ve done in past years or want to try something new, your United Way contact person can help! Reach out to your contact for more information.



Sell food to employees to supplement campaign pledges.

Example:

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

To learn more:

Contact your United Way contact for more information and to help facilitate a food or bake sale.

