

Ten Best Practices

Step 1: Unite a Winning Team

Select a campaign committee to include individuals in your organization who are leaders, respected team players, and dedicated to the success/completion of the job. Recruit different talents and skills sets with a variety of personalities and positions to represent all within your organization.

Step 2: Develop a Plan for Success

To develop strategies for the upcoming campaign analyze your prior campaign approach and results then build a plan with realistic goals and a workable timeline.

Step 3: Allow Employees to use Payroll Deduction

This option allows the donor to give a monthly amount straight out of their paycheck. This also provides the donor a way to contribute a larger amount than a one time gift would provide.

Step 4: Identify Themes, Special Events, and Incentives in your Campaign

Generate enthusiasm for the campaign with incentives and add fun with special events. Be sure to include educational tidbits about United Way throughout your events.

Step 5: Promote, Publicize & Let the Fun Begin

Begin to promote and publicize your event(s) 2 weeks out. Utilize United Way posters, thermometers, banners, and e-mail to get the word out.

Step 6: Have your employee group VOLUNTEER in the community

Engage your employee group by providing an opportunity for them to volunteer in the community. Offer those employees a chance to share their LIVE UNITED stories with their coworkers.

Step 7: ADVOCATE: Educate your Employees about United Way of Central Alabama, Inc.

Identify the importance each employee plays in supporting the community needs. Utilize all company resources to educate employee base.

Step 8: Engage employees through Employee GIVE-ing Campaigns

Ask Employees to join you in moving the needle forward on critical community issues through a contribution to United Way of Central Alabama. Give your CEO the opportunity to publicly support the campaign.

Step 9: Campaign Wrap Up

Campaign wrap up is a crucial part of the campaign. Organization and documentation is key to a successful campaign close-out.

Step 10: THANK EVERYONE WHO HAS PARTICIPATED

Your campaign is complete, so celebrate your success! Hold Victory Celebrations to say THANK YOU to your employees for contributing.

Best Practices Check List

Step 9: Campaign Wrap Up

Prior to LE Pick-Up or Electronic Submission:

- Gather all pledge cards
- Sort by pledge type (payroll, cash/check, credit card, stock, etc)
- Total \$ and # of pledges for each type
- Finalize corporate dollars (including company matches)
- Provide the following information when applicable
(See sample below or go to www.uwca.org for electronic template)

| First Name | Last Name | Street | City | ST | Zip | Pledge Type | Donor Pledge | Company Match | DesgAmt1 | AgyName1 | AgyCode | Recognition Name |
|------------|-----------|-------------|-------|----|-------|-------------|--------------|---------------|----------|--------------------|----------|-----------------------|
| Mary | Smith | 123 Main St | Leeds | AL | 35111 | Payroll | \$50 | \$50 | \$50 | Childrens Hospital | A0024124 | Mr and Mrs John Smith |

Turning in Results (two options):

Paper

- Fill out provided envelopes
- Have LE pick up Signed and Sealed envelopes

Electronic

- Fill out provided Spreadsheet (see above)
- Submit results to campaignresults@uwca.org

Step 10: THANK EVERYONE WHO HAS PARTICIPATED

- THANK YOU Victory Celebration
- THANK YOU e-mail
- THANK YOU hand-written notes
- THANK YOU letter from CEO