

HELPFUL HINTS

United Way of the
Greater Chippewa Valley



10 BEST CAMPAIGN PRACTICES

1. Set a dollar and/or participation goal for your campaign.
2. Provide information on the impact of donations and what services are available.
3. 100% of employees are asked to give.
4. Company leadership endorses campaign.
5. Allow payroll deduction.
6. Hold a campaign kickoff.
7. Promote Leadership Circle giving and Emerging Leaders' participation.
8. Thank donors promptly.
9. Follow up with previous donors.
10. Encourage participation in Day of Caring and Impact Tours.



LOW OR NO COST INCENTIVES

- Match an employee's donation to United Way
- Two hours off per month to volunteer at a nonprofit agency
- Long recess (longer break or time off)
- Early dismissal on a Friday or late start on a Monday
- Prime parking
- Support a local business by bringing in snacks once a month
- Sleep-in late awards
- Lunch with the boss day
- Bring your pet to work day
- Sports season-sell stickers that allow employees to wear sports attire during the season
- Allow employees an extra outdoor break when the weather is nice
- Office happy hour once a month to celebrate employee contribution
- Host a game night
- Ugly hat day, ugly sport coat day, or ugly tie day
- Company promo items-shirts, caps, coffee mugs, pens, etc.
- Write personal thank you notes
- Trophy for the department with highest participation or number of volunteers
- Company picnic or barbeque

