

# Top Company Campaign Tips

**Timing Is Everything!** Choose a campaign timeline that best fits your organization's activity level and that allows your fellow employees and leadership to be most engaged. The length of the campaign also is a key consideration.

**Get High-level Buy-in.** Meet with you CEO and discuss your ideas about a United Way campaign. Advocate for a corporate match. Connect corporate giving to employee giving by creating a corporate challenge match for employee donations. And remember, leadership drives a campaign's success by creating momentum.

**Don't Do It Alone!** Form a **Campaign TEAM** and lead the way to giving them ownership. Develop a plan and divide up the responsibilities. Raise awareness of United Way's work. Send email updates, hang up posters, bring in UW speakers, and share UW stories of true success. You can count on United Way for support! **Together Everyone Achieves More**

**Take A Tour.** Schedule through the United Way office to take a tour of several agencies. See firsthand how their services operate and how they are changing the lives of people in our community.

**Be Visible.** Get on the agenda for department meetings, or other company gatherings. Plan these presentations in advance of the full campaign. Be prepared.

**Kick Off Strong With Creative Incentives.** A campaign kick-off event sets the tone for the campaign. This is a great time to announce incentives, contests, and drawings.

**Make It Personal.** A personalized ask is best, particularly from a friend or coworker. Use personal connections and knowledge in emails and in all campaign communications.

**Thank AND Celebrate.** Acknowledge those who help. Involve and recruit others who share your commitment. Thank them again and again. These actions are a big part of making your current campaign a success—and setting the stage for next year's.