UNITED WAY CAMPAIGN TEAM GUIDE

PLAN
4-8 weeks prior to Campaign

» Meet with your CEO
» Recruit your Campaign Team
» Learn about United Way and attend the annual Campaign Team Workshop

PREPARE
2-4 weeks prior to Campaign

» Analyze your 2017 Campaign results and set 2018 Campaign goals, objectives, timelines and strategies
» Meet with your Loaned Executive to share your goals and Campaign strategy
» Develop Leadership Giving strategies
» Complete Campaign planning

CONDUCT
2-3 weeks during Campaign

» Educate employees by promoting your Campaign and the Agenda for Change
» Make your Campaign fun and engaging
» Distribute and collect personalized pledge forms
» Follow up with employees and past donors

CONCLUDE
1-4 weeks after Campaign

» Report your results
» Thank donors
» Debrief with your Loaned Executive and/or United Way staff liaison
» Develop a year-round United Way employee engagement strategy
**Meet with your CEO**

» Seek or secure:
  › Personal endorsement of the Campaign
  › Permission to conduct Campaign presentation(s) for employees
  › Approval for payroll deduction
  › Support for a Leadership Giving program
  › A corporate gift
  › Other Campaign items

**Recruit your Campaign Team**

» Recruit from all areas in your organization:
  › Employee Campaign Manager from senior management
  › Representative from each department and/or location and/or shifts
  › Key Club, Rosenberry, Women United and LINC Ambassadors
  › Marketing/Communications colleagues
  › Labor Representative, if applicable

» Schedule an in-house meeting for your committee with your United Way Loaned Executive or United Way staff liaison

» Involve longtime Loyal Contributors

» Engage former Campaign Team members and create a succession plan

**Learn about United Way and attend the annual Campaign Team Workshop**

» Attend a United Way Campaign planning session

» Arrange for a lunch-and-learn with a Community Voices Speaker through your United Way staff liaison

» Volunteer during Seasons of Caring

» Share online publications via email

» Distribute print materials

» Attend United Way events
Meet with your CEO

Your United Way Campaign will be most successful with support from the top. That's why it is important to meet with your CEO.

Personal endorsement of the Campaign
› Ask your CEO to speak at an employee meeting.
› Ask your CEO to send out an endorsement letter, email and/or voicemail.
› Find samples of these communications at unitedwaydanecounty.org/how-to-run-a-campaign/.

Permission to hold a United Way kickoff
› Ask your CEO to allow a United Way presentation for employees to educate them about the work that United Way and its partner agencies are accomplishing. This can be done at an existing employee meeting, department meeting or a United Way kickoff.

Approval for payroll deduction
› This method of giving dramatically increases Campaign contributions by enabling employees to give a larger gift by giving smaller amounts each pay period.

Support for a Leadership Giving Program
› Leadership Givers are our greatest impact donors and the driving force of change in our community.
› Ask your CEO to appoint a Leadership Giving Ambassador to help promote, encourage and thank these invested donors through special communications; find position descriptions of these roles at unitedwaydanecounty.org/how-to-run-a-campaign/.

Ask about a corporate gift
› Ask your CEO if your organization will be contributing a corporate gift and if the pledge form has been signed and returned.
› Ask about the possibility of a corporate match to further your impact in the community, such as a match of all employee gifts or a certain amount per donor.

Other Campaign items
› Ask your CEO to approve time for Campaign activities, including employee special events, volunteer opportunities and committee meetings.
› Decide on a budget for the Campaign; keeping in mind expenses can be kept to a minimum by utilizing your vendors, customers or employees to provide incentives, drawing items and/or auction items.
› If your organization is interested in an electronic pledging option, please contact your United Way staff liaison.
Recruit your Campaign Team

Committee members provide great ideas, support for your Campaign and create a more engaging and compelling message.

Recruit from all areas in your organization

› Recruit a Campaign Chair from senior-level management to help plan, promote and monitor the Campaign.
› Recruit a representative from each department and location or shift to ensure delivery of the Campaign message throughout the entire organization.
› Recruit a Key Club Ambassador to help promote Leadership Giving among current and prospective Key Club donors. Key Club donors make up approximately one-third of the annual Campaign and can be a driving force for your Campaign growth. Look at your Leadership Giving Roster in your ECM folder to identify current Leadership Givers.
› Recruit a Rosenberry Ambassador to help promote the Rosenberry Society. The Rosenberry Society is United Way’s young leaders group that promotes change in our community. (Look at your Leadership Giving Roster for prospects.)
› Recruit a Women United Ambassador to help promote Women United. Women United is a philanthropic group dedicated to promoting United Way’s work around education. (Look at your Leadership Giving Roster for prospects.)
› Recruit a LINC Ambassador to help promote LINC. LINC is a volunteer-driven group for 21 – 30 year olds. (Look at your Leadership Giving Roster for prospects.)
› Recruit a Union Representative to amplify the Campaign message, reinforce and encourage workplace giving, and emphasize the common ground/partnership between the company and the union concerning United Way.
› Recruit someone from your Marketing department to help with the implementation and distribution of the Campaign message.

Involve longtime Loyal Contributors

› Loyal Contributors are donors who have been giving 25 years or more to any United Way. Ask these individuals to share why United Way has remained central to their philanthropic giving for so many years.
Learn about United Way and attend the annual Campaign Team Workshop

As a community, we identified the most critical issues right here in Dane County. These three priorities make up the Agenda for Change. United Way engages our community, mobilizes volunteers and strengthens local nonprofits to achieve measurable results and change lives.

Our Community’s Agenda for Change

Education
› Children are cared for and have fun as they become prepared for school.
› Students succeed academically and graduate from high school, prepared for higher education, career and community.

Income
› More people are on pathways out of poverty.
› There is a decrease in family homelessness.

Health
› People’s health issues are identified and treated early.
› Seniors and people with disabilities are able to stay in their homes.

Attend a United Way Campaign planning session or schedule an in-house session with your committee through your United Way Loaned Executive or United Way staff liaison
› We provide a workshop in July; call your United Way staff liaison to find out more and to register. Include your entire committee.
› If you are unable to attend the Campaign Team Workshop, contact your United Way staff liaison for support in planning your Campaign.

Other ways to learn about United Way
› Visit unitedwaydanecounty.org.
› Review recent editions of United Way’s newsletter online (sign up at unitedwaydanecounty.org).
› Talk to co-workers who volunteer at United Way, or with our partner agencies, about their experiences.
› Read our Annual Report at unitedwaydanecounty.org/annualreport.
PREPARE

Analyze your Campaign results from last year and set Campaign goals, objectives, timelines and strategies

» Examine your past Campaign results and discuss challenges and opportunities from last year’s Campaign
» Identify areas of greatest potential growth within your organization
» Set clear, specific goals and objectives from your Campaign analysis
» Create Campaign timeline of events and anticipated needs
» Review 10 Best Practices for a Successful Campaign found at unitedwaydanecounty.org/ctools/BestPractices.pdf
» Determine your Campaign strategies
» Share your strategies with your CEO

Meet with your Loaned Executive (LE)

» Share your Campaign analysis from last year and your strategies and timeline for this year’s Campaign
» Get ideas for new strategies to implement your goals

Develop Leadership Giving strategies

» Meet with your Leadership Giving Ambassadors to analyze last year’s results
» Develop strategies to increase Leadership Giving at your organization
» Plan a Leadership Giving event or attend a United Way Leadership Giving event: unitedwaydanecounty.org/get-involved/events-calendar/
» Share these strategies with your CEO

Complete Campaign planning

» Schedule your United Way kickoff
» Request Campaign materials and other resources from your LE
» Schedule a Community Voices speaker or volunteer opportunity to educate your colleagues about their impact
» Personalize your pledge forms if not using electronic pledging
» Develop a communication plan
» Incorporate Leadership Giving strategies
» Send out a communication informing employees of the upcoming Campaign
Analyze Campaign Results from last year and set Campaign goals, objectives, timelines and strategies

Examine your past Campaign results and discuss challenges and opportunities

› Review your organization’s profile provided by your LE or United Way staff liaison. This includes past Campaign results and a suggested goal for this year. Please call your LE or United Way staff liaison to obtain an organization profile.
› If applicable, meet with last year’s Employee Campaign Manager and/or committee to discuss challenges and opportunities.

Identify areas of greatest potential growth within your organization

› Identify employee segments that have the capacity to grow or areas that have declined in participation or Leadership Giving.
› Identify individuals with good potential for Leadership Giving opportunities, like your young leaders.
› Include your union representatives, if applicable, to show unified support of United Way of Dane County.

Review 10 Best Practices

› Become familiar with the Best Practices and review whether you are implementing the practices most effectively. The list of Best Practices can be found at unitedwaydanecounty.org/how-to-run-a-campaign/.

Set clear, specific goals and objectives from your Campaign analysis

› Develop a plan that targets the areas of greatest potential. From the analysis you did with your LE or United Way staff liaison in the preparation phase, set the following goals:
  - Increase employee participation
  - Increase the average employee gift
  - Increase the number of Key Club, Rosenberry, Women United and LINC donors
  - Increase special event dollars
  - Increase unrestricted giving

Create Campaign timeline of events and anticipated needs

› Create a timeline that includes when your Campaign will kick off, when you’ll need materials, when your special events will occur, the date of your employee meeting, when you will collect pledge forms, and any other important details. Allow at least two weeks for personalized pledge forms if prepared by United Way.
Determine your Campaign strategies
› Review Best Practices; implement missing Best Practices or implement improvements to Best Practices already in place.
› Decide how to promote the Campaign and educate your co-workers.
› Request a Community Voices speaker to share the impact of United Way on their agency by contacting your LE or United Way staff liaison.
› Personalize pledge forms so employees feel individually asked to give.
› Assign responsibilities: Who will take care of publicity? Getting materials? Writing the CEO endorsement letter? Scheduling the employee meeting? Getting the food? Planning special events?

Share your strategies with your CEO
› Make sure to share the details of your Campaign with your CEO!
› Provide support for the request for your CEO’s endorsement.

Meet with your Loaned Executive (LE)

Loaned Executives call on organizations throughout the community and provide Employee Campaign Managers with guidance, support and resources to grow employee Campaigns.

Share your Campaign analysis from last year and your strategies and timeline for this year’s Campaign
› Check in with your LE regularly to confirm dates or to notify them of any changes. Your LE is committed to helping you run a successful Campaign!

Your LE can help you by:
› Analyzing past Campaigns and identifying the best approach for your organization.
› Helping you put together a Campaign committee and attending committee meetings.
› Providing information about United Way’s Leadership Giving programs (Key Club, Rosenberry Society, Women United, LINC, Tocqueville Society, Loyal Contributors and the United Way of Dane County Foundation).
› Training you and your committee.
› Providing Campaign supplies, Community Voices speakers for your employee meetings and volunteer opportunities for your employees.
› Assisting in tailoring your employee meetings to your schedule and needs.
› Brainstorming special event ideas.
› Completing the Campaign Report Envelope and other forms for reporting your great success!
Develop Leadership Giving Strategies

As an integral part of your workplace giving program, Leadership Giving allows your employees to make a greater impact on the lives of people throughout Dane County and sets your organization apart as a leader in our community.

Meet with your Leadership Giving Ambassadors to analyze last year’s results and set goals for this year

› Evaluate last year’s results:
  - How many Key Club, Rosenberry, Women United and LINC donors do you have?
  - What was the total for leadership gifts?
  - Who gives between $500 and $749?
› Set specific goals for increasing donors and dollars. Use your Organization Profile to help set goals.

Develop strategies to increase Leadership Giving at your organization

› Be inclusive and share the message with all employees—anyone can be a Leadership Giver!
› Use customized communications to personalize the message to current and prospective leadership donors.
› Break down the giving levels: giving a little bit each paycheck is the easiest way to be a Leadership Giver!
› Talk about combined household gifts: donors can combine their gift with a household member and be recognized as Leadership Givers.
› Make sure your “40 and under” co-workers know to check the Rosenberry Society box on their pledge form in order to indicate their desire to join.
› Encourage coworkers invested in positively impacting the lives of women and ensuring the academic success of children to join Women United by checking the Women United box on their pledge form and pledging $250+.
› Make sure your “30 and under” volunteer-focused co-workers know to check the LINC box on their pledge form in order to indicate their desire to join.
› Thank your Key Club, Rosenberry, Women United and LINC donors.

Plan a Leadership Giving event

› Plan a special event for Leadership Givers to recognize the importance of their gifts and the impact they have on the community.
› This is a great way to recognize the most invested donors.

Share these strategies with your CEO

› Share your strategies to integrate Leadership Giving with your CEO.
› Ask your CEO to endorse the importance of Leadership Giving.
Complete Campaign planning

Schedule your United Way kickoff

› Determine the start and end dates of your Campaign. Most Campaigns last two to four weeks.
› Your United Way kickoff will be the first day of your Campaign and scheduling a United Way kickoff will help build interest and excitement.

Request Campaign materials and other resources from your LE

› Your LE helps you with all aspects of your Campaign, including giving an overview of United Way, instructing employees on how to fill out their pledge forms and supplying all Campaign materials.
› Through your LE you can request a Community Voices speaker, pledge forms, Campaign videos, Campaign brochures, Campaign posters and thermometers, Key Club pins, Business Volunteer Network information and new hire/retiree packets.

Schedule a Community Voices speaker or tour

› United Way has a pool of speakers—called Community Voices—from our partner agencies, partnership initiatives, direct services, volunteers and staff.
› Inviting a Community Voices speaker to your United Way kickoff has the biggest impact on your results because employees gain first-hand knowledge of how their United Way contribution is driving change in our community.
› Speakers can cover issues ranging from the racial achievement gap, the homeless population in Dane County or adverse drug reactions for seniors. Work with your LE to identify a topic that would resonate with your employees and a message can be tailored to fit your work culture.

Personalize your pledge forms

› By personalizing your pledge forms, you’ll increase your Campaign’s effectiveness because employees will feel a stronger connection to the Campaign. Personalization reinforces giving as an individual decision and you can ensure that all employees were asked and had the opportunity to give.
› With enough lead time, United Way can personalize pledge forms with a file of employee’s names to make this process easy for you.
› Don’t forget to talk to your payroll department to review how the pledge forms were handled last year and ensure payroll deduction is in place.

Develop a communication plan

› Decide how often and what type of communications you’ll be sending to your co-workers. It’s important to educate employees about the work United Way is doing throughout the community. Find examples at unitedwaydanecounty.org/how-to-run-a-campaign/. Some examples of template communications include:
  - CEO endorsement communications (email, letter or voicemail)
  - Invitation to Key Club, Women United, Rosenberry Society or LINC (email, letter or voicemail)
  - Thank you to donors

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Incorporate Leadership Giving

› Coordinating and promoting Leadership Giving is one of the best ways to increase the success of your organization’s United Way Campaign.
› Work with your Leadership Giving Ambassadors and/or LE to evaluate last year’s results, set goals for number of donors and participation rates, and identify possible new members.
› Plan a Leadership Giving event to add a personalized touch to these invested donors.
  - Provide special invitations to past Leadership Givers and those in leadership roles within your organization.
  - Use incentives to encourage attendance and ask attendees to give at the leadership level.

Send out communications informing employees about the upcoming Campaign

› It’s important to start promoting your Campaign before the United Way kickoff so employees are anticipating the upcoming Campaign and can start thinking about their philanthropic giving.
CONDUCT

Educate and promote your Campaign and the Agenda for Change

» Send messages about the Campaign through voicemail, email or your intranet site
» Hold employee meetings or United Way kickoff with a Community Voices Speaker and/or LE
» Utilize available employee testimonials on why they give at meetings or through other communication outlets
» Explore Campaign materials at unitedwaydanecounty.org/how-to-run-a-campaign/
» Schedule engagement activities
» Participate in Seasons of Caring: Community Kickoff or schedule a volunteer project for your organization

Make your Campaign fun and engaging

» Plan and conduct year-round special events
» Have incentives for attending meetings and submitting pledge forms
» Host a Leadership Giving event to thank your Leadership donors and invite them to continue their investments
» Update employees on the Campaign progress

Distribute and collect pledge forms

» Ensure every employee receives a pledge form; be sure to include part-time and retired employees
» Send due date reminders
» Collect all pledge forms to ensure all employees were asked and had the opportunity to participate
» Ask your LE or United Way staff liaison about electronic pledging

Donor follow-up

» Follow-up with employees who may have been on vacation or out of the office and were unable to attend the meeting or United Way kickoff
» Look at last year’s donor list and follow-up with anyone who may have missed the opportunity or forgotten to give before the end of your Campaign. United Way staff and LEs are happy to assist you with donor follow-up as well
» Follow-up with employees who haven’t turned in a pledge form
Educate and promote your Campaign and the Agenda for Change

Start to build excitement about your Campaign and help your employees understand how their participation improves people’s lives through our community’s Agenda for Change.

Send messages about your Campaign through voicemail, email or intranet
› Include articles and a Campaign calendar, including upcoming events, in your organization’s newsletter.
› Send your CEO endorsement letter and targeted Leadership Giving letters.
› Find examples of communications at unitedwaydanecounty.org/how-to-run-a-campaign/.
› Display United Way posters throughout your organization and post thermometer posters showing progress towards your organization’s goals.
› Take photos at special events and share with employees and United Way to be highlighted at Community Celebration.

Hold employee meetings or United Way kickoff with Community Voices speaker and/or LE
› Your United Way Campaign strategy needs to fit comfortably within the structure and environment of your organization.
› An employee meeting builds enthusiasm among co-workers.
› Use an existing employee meeting as a simple way to share United Way information with a group.
› Invite your LE or a Community Voices speaker to make a presentation at this meeting.
› Promote attendance by offering drawings, prizes and other incentives.
› Find frequently asked donor questions, employee engagement activities and other ideas at unitedwaydanecounty.org/how-to-run-a-campaign/.

Utilize available employee testimonials on why they give at meetings or other communication outlets
› Employee testimonials are a great way to show the impact United Way is having on our community, which is made possible by employee donations.
› Feature Leadership Givers, Loyal Contributors and new donors who have volunteered with, or been helped by, United Way.

Explore Campaign materials
› Request copies of our Campaign brochure, posters, communication templates and other online documents through your LE. These materials highlight the work we’re doing in Education, Income and Health.

Schedule engagement activities
› Engagement activities are another great way to show your employees first-hand the decisions people in our community make everyday. Ask your LE or find our engagement activities at unitedwaydanecounty.org/run-a-campaign/.

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Participate in Seasons of Caring: Community Kickoff or schedule a volunteer project

› Volunteering with your co-workers is a positive way to build morale and increase knowledge about the needs in the community. Talk to your Loaned Executive or United Way staff liaison to get involved.

Make Campaign fun and engaging

Encourage participation by adding special events, incentives, and other communications.

Plan and conduct year-round special events

› Include one or more special events in your United Way Campaign to help motivate and promote team spirit and raise awareness and money to support the progress of the Agenda for Change.
› A few ideas for special events include jeans days, selling lunches and baked goods, or participating in a golf tournament. Find more ideas and contact information from expert organizations at unitedwaydanecounty.org/how-to-run-a-campaign/.

Have incentives for attending meetings and submitting pledge forms

› Small incentives can really drive participation in giving and United Way kickoff attendance.
› Incentives can be gift cards to restaurants, services, paid time off or vacation stays.

Host a Leadership Giving event to thank your Leadership donors and invite them to continue their investment

› Host a breakfast or a lunch with a guest speaker to demonstrate the importance of Leadership Giving.
› Work with your Leadership Giving Ambassador to plan the event.
› Don’t forget to invite your CEO!

Update employees on the Campaign progress

› Send employees updates on your participation levels or how many dollars are “in” to date. It motivates employees to become involved, especially when they can see the progress (and impact) they’re having.
Distribute and collect pledge forms

Ensure every employee receives a pledge form, including part-time and retired employees
› Ask your LE or United Way staff liaison about electronic pledging.
› Make sure every employee is asked to give by distributing pledge forms at an all-staff meeting, putting them in mailboxes or mailing them.
› Don’t assume that because someone is part-time or retired, that they don’t want to participate in the Campaign. Giving is a personal decision.

Send due date reminders
› Work in due date reminders with your communications about the Campaign.
› Include your due date on your United Way posters.

Collect all pledge forms to ensure all employees are asked
› Collecting all pledge forms ensures that everyone was asked to give and that employees made a personal decision.
› Use an incentive to have employees return pledge forms, whether they donated or not. Examples include a pizza party, lunch or an ice cream social.
› Follow-up with donors who have met the age and giving requirements for Rosenberry membership but didn’t check the Rosenberry box on the pledge form.
› Follow-up with donors who identify as women who give $250+ but didn’t check the Women United box on the pledge form.
› Follow-up with donors who have met the age requirements for LINC and give $150+ but didn’t check the LINC box on the pledge form.

Donor follow-up

Follow-up with employees who may have been on vacation, out of office or were unable to attend the meeting
› It’s important to follow up with individuals who forgot the deadline or were out of the office during the Campaign to capture their decision on giving.

Look at last year’s donor list and follow-up with anyone who may have forgotten to give before the end of your Campaign
› Your LE or United Way staff liaison will provide a list of last year’s donors who have not yet pledged this year.
› Determine whether you or the LE will reach out to these individuals to ensure they had the opportunity to give: A best practice is to personally ask everyone.

Follow-up with employees who haven’t turned in pledge forms
› Ensure all of your employees made a conscious decision about their philanthropic giving, whether they give or not.
CONCLUDE

Report your results
» Collect all pledge forms, special event money and the corporate gift; include these totals on the Campaign Report Envelope
» Submit materials by the Campaign deadline to ensure recognition at the Community Celebration
» Ensure the corporate pledge card, if applicable, has been returned to United Way

Thank donors
» Thank your co-workers for coming to meetings and share your Campaign results by sending a letter or email from your CEO or your committee
» Thank and recognize your Key Club, Rosenberry Society, Women United, LINC and Loyal Contributor donors by sending a personalized note or email from the CEO or your committee
» Thank your CEO for their involvement
» Thank your committee

Debrief with your LE and/or United Way staff liaison
» Review final Campaign results
» Evaluate and document your Campaign and make copies of contacts, timelines and agendas
» Identify Campaign strengths, opportunities and suggestions for next year

Develop a year-round United Way employee engagement strategy
» Share United Way quarterly newsletters and encourage donors to connect with us on social media to see how their investment is changing lives
» Include new hire/retiree packets
» Attend United Way events throughout the year
» Make it known that United Way 2-1-1 is available year-round for information and referral on available community resources
Report your results

Collect all pledge forms, special event money and corporate gift, and include this on the Campaign Report Envelope

› Work with your payroll department to calculate the payroll deduction, cash and direct bill amounts, as well as the total Campaign results.
› Your LE will provide you with a Campaign Report Envelope. If you need more, just ask!

Turn in materials by the Campaign deadline to ensure recognition at Community Celebration

› It’s important that your Report Envelope(s) is/are returned to United Way by the Campaign deadline to qualify for Campaign awards. Submit partial envelopes to United Way regularly.
› Be sure to include your signed corporate pledge card (if it hasn’t already been turned in), employee pledge forms and special event dollars.

Ensure the corporate pledge card has been returned to United Way

› If your organization has pledged a corporate donation, please ensure that the signed pledge form has been forwarded or returned to United Way.
Thank donors

Thanking employees is a crucial part of the Campaign and will reinforce positive feelings about your Campaign.

Thank your co-workers for coming to meetings and share your Campaign results by sending a letter or email from your CEO or your committee

› Thank donors by sending a letter or holding an event such as a breakfast or a lunch.
› Offer an incentive as a thank you such as a company jeans day or gift cards.

Thank and recognize your Key Club, Rosenberry Society, Women United, LINC and Loyal Contributor donors by sending a personalized note or email from your CEO or your committee

› Work with your Leadership Giving Ambassadors to send out a letter to thank these invested donors. Find examples at unitedwaydanecounty.org/how-to-run-a-campaign/.
› Deliver Key Club pins to Key Club donors to recognize their community leadership. Work with your LE or United Way staff liaison to obtain these.

Thank your CEO for their involvement

› Thank your CEO for sending letters, emails, voicemails and other communications during the Campaign.

Thank your committee

› Thank your co-workers who helped with the Campaign. This includes your Leadership Giving Ambassadors and other committee members.
› United Way will also provide certificates for all involved. Make sure you provide your LE or United Way staff liaison with the names of your committee members.
Debrief with your LE and/or United Way staff liaison

Review final Campaign results
› Look at your Campaign total dollars, participation rates and Leadership Giving dollars.

Evaluate and document your Campaign
› To make planning for future Campaigns easier, document your organization’s goals, dollars raised, strategies implemented and special events.

Make copies of contacts, timelines and agendas
› Save contacts, timelines and agendas to help you plan for next year’s Campaign.
› Document thoughts on strategies for next year.

Identify Campaign strengths, opportunities and suggestions for next year
› Determine what strategies were successful for your Campaign and whether you’ll continue this strategy next year.
› Determine what did not work well and develop strategies to improve upon this area next year.
› Share these ideas with your LE for next year to ensure United Way is prepared to support your team.
› Let your LE know who will be the ECM or on your committee next year.
› Inform your LE of any best practices you have done during your Campaign.
Year-round United Way program

Build excitement about your Campaign and help your employees understand how their participation improves people’s lives through our community’s Agenda for Change.

Share United Way newsletters and encourage donors to connect with United Way of Dane County on social media to see how their investments are changing lives

› Employee Campaign Managers receive monthly newsletters on upcoming events and Agenda for Change stories.
› Share this information so that donors at your organization can see the return on their investments.

Include new hire/retiree packets

› This is one of United Way's 10 Best Practices to have a successful Campaign. Giving is a personal choice and we want to provide employees the opportunity to donate right away versus waiting for next year’s Campaign.
› Ask your LE for some new hire/retiree packets and include a personalized message from your CEO. Find an example at unitedwaydanecounty.org/ctools/SampleCEOEndorsementLetter.pdf

Attend United Way events throughout the year

› Get involved with our variety of events including Community Celebration, Community Volunteer Awards and Seasons of Caring.
› Key Club, Rosenberry Society, Women United and LINC host events year-round. Encourage your co-workers to participate in these opportunities.
› Look at our events calendar frequently for these opportunities: unitedwaydanecounty.org/get-involved/events-calendar/.

Volunteer with United Way 2-1-1 and VolunteerYourTime.org

› Volunteer through 2-1-1 or visit VolunteerYourTime.org to find more volunteer opportunities. 2-1-1 is an information referral line not only to get help, but to give help.