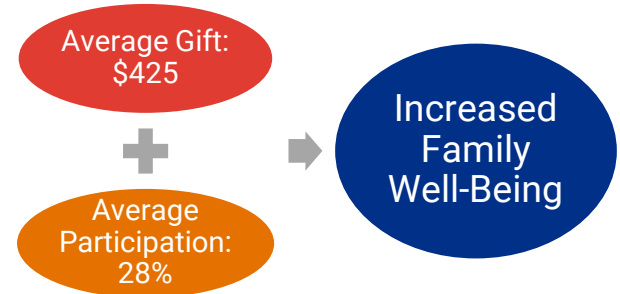




United Way of Dane County

# Campaign Best Practices

Be a part of The Power of Caring. Working for All! Your annual United Way Campaign is critical in supporting the programs that bring lasting change to our community – supporting more families as they work to achieve well-being. By increasing your participation and average gift, you can accelerate our collective impact!



## Increase Your Participation

- Secure CEO or Leadership endorsement of your campaign.
- Host a LINC or Women United event.
- Recruit LINC and Women United Ambassadors.
- Share the opportunity to make a bigger impact with an undesignated gift! When you give to United Way of Dane County's Plan for Community Well-Being, 100% of your donation powers meaningful action and transforms lives. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst – amplifying the impact of your generosity. Every penny of your individual and undesignated gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer.
- Add note about promoting undesignated giving and 100% going to impact
- Complete a United Way Engagement Activity.
- Incentivize kickoff attendance with a meal, raffle or special event.
- Follow up with previous donors that have not yet given to this year's campaign.
- Recognize and show your appreciation for your donors before, during and after your campaign.
- Incentivize early giving, first-time gifts, etc.
- Utilize special events to build fun and awareness.
- Offer Volunteer Time Off to employees.
- Create a match program with corporate gift.
- Leverage existing meetings while planning campaign events.
- Incorporate education about your United Way campaign in new hire onboarding and offer the opportunity to give year-round.

## Increase Your Average Gift

- Recruit a Lead United and/or Women United Ambassador.
- Promote the United Way Step-Up Program.
- Host a Leadership Giving recognition event.
- Promote Lead United, Women United and Tocqueville Society at management meetings.
- Ask for and incentivize increased gifts over previous years.
- Invite your retirees to continue to give through the employee campaign each year and invite them to your kickoff and special events.
- Invite a Lead United and/or Women United speaker to attend your kickoff.
- Ask Loyal Contributors (those who have given for 25 or more years) to share why they give.
- Invite donors to attend United Way community events or host a volunteer project or engagement activity with donors to learn more about the impact of their gift.

Have questions or additional ideas? Contact [campaign@uwdc.org](mailto:campaign@uwdc.org).