



United Way of Dane County

Campaign Best Practices

Your partnership is critical in supporting the programs that bring lasting change to our community while growing employee engagement. By increasing your participation and average gift, you can accelerate family well-being, a coordinated nonprofit ecosystem and community health that lifts every resident! As you plan your annual United Way Campaign, consider the strategies below to grow engagement and impact this year.

Priority: Engage Organizational Leadership

- **Work with Leadership to Consider a Corporate Gift to Grow Your Impact**
- **Secure CEO or Leadership Endorsement of Your Campaign**
- **Host a Kickoff and/or Special Events to Build Awareness**
 - Leverage existing meetings while planning campaign events.
 - Incentivize kickoff attendance with a meal, raffle or special event.
 - Ask Loyal Contributors (those who have given for 25 or more years) and a member from each Donor Network to share why they give.
 - Share Impact by Community Reports so employees can see the impact in their neighborhoods.
- **Make Pledging Easy**
 - Offer United Way's ePledge system to streamline payroll deduction and pledging. Contact electronicpledging@uwdc.org to learn more and get started.
- **Promote Volunteerism**
 - Offer an onsite United Way ImPacks build to provide essential items to our community.
 - Coordinate with United Way staff to plan a group volunteer project.
 - Champion workplace volunteering through United Way's Business Volunteer Network.
 - Offer Volunteer Time Off to employees.

Priority: Ask 100%

- **Work with Leadership to Consider a Corporate Gift to Encourage Participation**
- **Recruit an Employee Campaign Team** (suggest 1 rep per 50 employees)
- **Encourage Campaign Team to Attend Campaign Team Workshop**
- **Incentivize Participation or Dollar Growth**
 - Create a match program with a corporate gift (suggest offering a 1:1 or 1:2 match to incentivize participation).
 - Incentivize early giving and first-time gifts – See Campaign Incentives Guide for ideas.
 - Incentivize turning in pledge forms promptly – See Campaign Incentives Guide for ideas.
 - Encourage incremental growth by creating a raffle for those who increase by \$5 per pay period.
 - Invite a Community Voices speaker to attend your kickoff and/or share specific examples of impact to connect.
- **Promote Undesignated Giving**
 - 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.

- **Engage New Hires and Retirees**
 - Incorporate education about your United Way campaign in new hire onboarding and offer the opportunity to give year-round.
 - Invite your retirees, who are often part of donor networks, to continue to give through the employee campaign each year and invite them to your kickoff and special events.

Priority: Develop Leadership Giving

- **Work with Leadership to Consider a Corporate Gift to Grow Leadership Giving**
- **Host a Leadership Giving Recruitment Event**
 - Promote and recognize Lead United, Women United and Tocqueville Society at management meetings. Use that time to show appreciation and impact.
- **Promote and Incentivize Donor Networks**
 - Invite a Lead United and/or Women United speaker to attend your kickoff.
 - Host a LINC or Women United engagement during your campaign or year-round in your Employee Resource Group (ERG) meetings.
 - Invite your women's ERG leadership to partner with Women United at Work
 - Promote the United Way Step-Up Program:
 - Create a raffle drawing for all commitments.
 - Use your corporate gift to create a match fund. Combined with the United Way Step-Up Program match, one commitment turns \$500 gift into \$1,500 of impact!

Priority: Deepen Individual Relationships

- **Work with Leadership to Consider a Corporate Gift to Grow Leadership Giving**
- **Plan an Early Leadership Kickoff** to endorse and set momentum for the rest of the campaign.
- **Recruit Ambassadors**
 - Recruit a Lead United and/or Women United Ambassador to leverage peer to peer invitations and encourage year-round engagement through these donor networks.
 - Invite donor network members to attend United Way community events or host a volunteer project or engagement activity with them.
- **Promote a Strong Culture of Philanthropy and Leadership Giving**
 - Promote Women United, Lead United and Tocqueville Society to open doors for deeper connection and create incredible impact.
 - Introduce United Way staff to donors who want to deepen their connection to their impact for a 1:1 meeting.
- **Provide Year-Round Engagements** through Donor Network Events or Employee Resource Groups
- **Implement Donor Thank You Strategy**
 - Recognize and show your appreciation for donors before, during and after your campaign.
 - Celebrate milestones – recognize donors who increase their giving through thank you notes or giving a small token of appreciation.
 - Host a Leadership Giving recognition event, a chance to say thank you to leadership donor networks (e.g., breakfast, coffee, luncheon, ice cream social, happy hour with leadership).

Have questions or additional ideas?
Contact campaign@uwdc.org.

United Way
of Dane County



The Power of Caring. Working for All.