

# Campaign Best Practices

The strongest campaigns have a number of things in common - we call them our Campaign Best Practices. Incorporating these elements into your campaign can dramatically increase your success.

## Obtain management support

It is essential to have visible support from your senior management team. Getting involved in a United Way campaign is a great way for management to interact with employees and demonstrate their commitment to our community.

### Here are some suggestions:

- Identify a 'mentor' from the senior management team. This person serves as your link with senior management and may sit on your Campaign Team. He or she is helpful in conveying your campaign plans to the senior management team, canvassing, trouble-shooting and securing management support for campaign events.
- Include United Way on the agenda of all senior management meetings. Request time to share the campaign plan, to ask for staff volunteers, and for other resources.
- Share all relevant campaign information with senior management - including your campaign plan, results of your mid-campaign meeting, and conclusions from your final evaluations.
- Ask senior management to play an active role in the campaign by supporting volunteers in their individual areas and asking them for regular campaign updates, offering assistance and providing appropriate recognition.

A visible senior management representative can:

- Announce your role as ECC to the workplace
- Attend the first Campaign Team meeting to give a personal endorsement
- Send a letter or email to all employees asking for their support and inviting them to campaign activities
- Attend a group presentation and give a personal endorsement
- Arrange for and attend a wind-up event for the Campaign Team

## Recruit a union representative

United Way has a strong partnership with Labour. If your workplace is unionized, please ensure unions are represented on your Campaign Team and as Campaign Representatives.

## Include a Leadership Giving Campaign

This United Way program is for individual donors who make annual gifts of **\$1,200+**. Leadership Giving is the number one campaign growth strategy. A Leadership Giving Campaign allows employees to have a greater impact on our community and sets your organization apart as a leader. In 2016, all new Leadership gifts will be matched through the generosity of Adele and Gene Dupris.

## Set a participation goal

By focusing on participation, you substantially increase your campaign dollars. By setting a participation goal, employees can rally together to encourage more people to give. Remember every gift counts. Ensure every employee is personally asked to give. People do not give if they are not asked!

## Inform and inspire employees

When employees hear about the impact United Way makes in their community and see the evidence first-hand, they are eager to play a part. Give employees ample opportunity to learn about United Way by offering a variety of educational events such as Seeing Is Believing tours and United Way presentations. United Way speakers and Seeing Is Believing tours give employees a glimpse into the impact of their donations.

Speak to your United Way staff partner or Loaned Representative for assistance and scheduling. Encourage employees to visit [www.unitedwaysaskatoon.ca](http://www.unitedwaysaskatoon.ca) to read a variety of community success stories.



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### **Distribute personalized pledge forms**

Use personalized pledge forms to ensure everyone has the opportunity to give. Get help from your Human Resources or Payroll departments.

### **Ask for all pledge forms to be returned**

Request all employees return their pledge forms whether or not they are donating. This simplifies tracking, helps maintain confidentiality, and results in some additional donations. It ensures all employees make a decision and lets Campaign Representatives know they no longer need to follow up.

### **Year-round communications**

Take advantage of non-campaign months to educate employees about United Way. Many organizations use their websites, email and United Way speakers to educate employees and to grow future campaign participation rates. Stay in touch with your United Way staff partner and visit [www.unitedwaysaskatoon.ca](http://www.unitedwaysaskatoon.ca) periodically to keep informed.

### **Institute a new employees program**

When new employees start with your company, make sure to give them a pledge form and discuss your organization's commitment to supporting your community through United Way. Most new employees are happy to start their giving right away and will continue to give when you run your campaign.

### **Establish a retiree campaign**

Retirees represent a pool of potential donors who may not be captured in your current campaign. With more people retiring every day, a Retiree Campaign is also an excellent way to ensure existing donors stay connected.

Your organization may already be communicating with this group. Your Retiree Campaign may be as simple as including a brochure and pledge form with an existing mailing, sending a separate mailing to this group, or arranging for a presentation at a retiree gathering. Better still, involve an active retiree in the effort, the message is more meaningful from a peer.

### **Share your successes on social media**

Join the online conversation, share stories and celebrate successes by using the hashtag **#WeArePossibility** on Facebook and Twitter!