WORKPLACE CAMPAIGN BEST PRACTICES

As Employee Campaign Manager for your organization, your personal leadership is key to creating a successful workplace campaign!

- Work closely with your United Way Resource Development Executive at all stages of your campaign
- Involve your CEO/senior staff and ask them to Give, Advocate and Volunteer, to show their support of United Way of Salt Lake and helping the community
- Ask CEO/senior staff to match employee contributions e.g. $ for $
- Give your own gift—it makes it easier to ask others to do the same
- Get help. Build a planning committee utilizing representatives from each department within your organization and tour a Neighborhood Center
- Develop a campaign strategy and timeline
- Personalize your campaign by incorporating a theme and/or special event ideas
- Consider ePledge online giving
- Set realistic and challenging goals
- Have a plan for new hires and keep retirees engaged
- Ask for Leadership gifts early from your key executive/management team members to set a strong example of giving and hold separate leadership meetings for Donor Networks (Tocqueville, WPN, YL, Diamond Donors)
- Hold United Way educational meetings with your employees and offer incentives to increase attendance
- Offer opportunities for employees to tour our Neighborhood Centers or volunteer so they can see first-hand how their dollars are changing lives
- Offer incentives for your employees to give or to increase their giving
- Report campaign results and celebrate your success!
- Encourage year-round engagement with group volunteer projects and/or through joining a Donor Network
- Have Fun!