

HERE ARE SOME KEY WAYS TO BUILD EMPLOYEE COMMITMENT DURING YOUR CAMPAIGN

Support from your CEO

- Encourage senior-level management to participate.
- Ask your CEO to send out communications regarding the campaign and attend campaign events/meetings to show support.

Recruit a Planning Committee

- Gather employees together to be the campaign ambassadors.
- Delegate tasks, develop a campaign strategy and timeline, and set goals.

Utilize Your United Way Rep

- Meet with your United Way Rep to plan campaign events and coordinate volunteer opportunities.

Plan Events and Incentives

- Enhance your campaign with events and incentives to encourage your employees to donate.
- Some ideas can be found to the right.

Thank donors

- Share donor information with United Way so that they can thank individual donors.
- Send thank you letters or emails from your CEO, host a donor appreciation event, and give recognition to the planning committee for their hard work.

Engage Year-Round

- Consider which volunteer opportunities United Way offers that support the corporate social responsibility goals of your company.
- Collaborate with your United Way Rep. to create a volunteer engagement plan
- This is a great way for employees to see where their donation is going, and the impact they are having on the community.

INCENTIVE IDEAS

- Coupons
- Gift Certificates
- Dress Down Days
- Prime Parking Spaces
- PTO Day
- United Way Swag

ACTIVITY IDEAS

- Bake Sale
- Carnival
- Chili Cook-Off
- Ice Cream Social
- Kickball Tournament
- Ugly Sweater Contest

