

## 2022 CAMPAIGN FOR THE COMMUNITY | BEST PRACTICES

# Together, we change what's possible.

### KICKOFF

- Engage a company executive or senior leader to share a message (in-person or online) with all employees. Campaigns are most successful when company leadership sets a positive tone!
- Host a campaign kickoff (in-person or online) for employees to hear from company and campaign leadership. Bring a United Way team member to share impact and success stories. Get creative and have fun! Need help with ideas? We've got you covered.

### COMMUNICATION

- Communicate the campaign clearly with employees via email, in-person notices, and at team meetings.
- Promote corporate match opportunities, corporate gifts, and incentive programs.

### EVENTS & VOLUNTEERISM

- Find opportunities to create fun and engaging events. Consider a day of impact, lunch and learn, ALICE interactive simulator, and more.
- Events can be in-person or online, at your office or off-site.
- Create opportunities for employees to volunteer with United Way or local nonprofits.

### INCENTIVES & RECOGNITION

- Publicize incentives for those who contribute to the campaign. Examples include: a paid day off, prime parking, wireless headphones, lunch for a team, or other rewards. United Way can help customize incentive programs and provide United Way branded swag for prizes.
- Send thank you notes from your Campaign leadership (ex: CEO, Campaign Chair or Coordinator, etc.)
- Send personal thank you notes to each of your campaign committee members.
- Share stories of employees who have donated or volunteered for United Way.

### RESOURCES

- Campaign resources are available online at [uwwesternct.org/workplace-campaigns](http://uwwesternct.org/workplace-campaigns). All materials can be customized with your logo by a United Way team member.
- Remember, United Way is here to help. Need something? Just ask.

**Get creative and have fun. Campaigns are a time for inspiration and celebration!**

Questions? Contact United Way's Workplace Campaign team:  
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