

CAMPAIGN COORDINATORS GUIDE



Running Your Campaign - Best Practices

1. Choose your Campaign Months - Start/End Dates

- Campaign will be conducted over the next several months, starting in Early August, and lasting through February.
- Campaigning timeframes can last anywhere from one week, to several months. It is up to the ECC to choose the best campaign timeframe.
- Customize your campaign to coincide with a month that is good for your organization. Avoid scheduling campaigns that coincide with the Christmas/Holiday Season.

2. Schedule a Group Presentation(s)

- Getting your co-workers to participate in the Campaign is much easier when you have a United Way Staff Member present our work your entire organization.
- Presentations can occur all-at-once, over the course of a few hours, or even over the course of a few days! In our eyes, our #1 goal is to get our message out to the public, so you let us know how to best fit that goal with your company's timeline and employee availability.

3. Engage Your Employees with a Meal

- Food always has a way of drawing a crowd! Reward your employees for caring about their community by having our campaign presentation coincide with an employee recognition, lunch, breakfast, or already-scheduled outing.
- This event could be a sit-down lunch, or breakfast, or just a small continental-style breakfast.
- Having your employees sit down for a meal leads to increased employee participation.

4. Have Internal Fundraisers/Offer Incentives

- A fundraiser will help you in 2 ways - 1. Raise the awareness of the campaign, and 2. Raise funds to accompany the support of the employees, helping you increase your employee participation.
- Offering incentives is a simple way to engage someone to give.
- Incentives could be one, or all, of the following:
 - Paid Time Off, Vacation Day, Prizes, Cash, Gift Cards, Prime Parking Spaces or other incentive ideas.

If you need assistance, please do not hesitate to contact either Lladel (Lladel@UWLaurel.org) or Matt (Matt@UWLaurel.org) for help.