

---

## **Lead Toward Success...**

# **8 Ways to Run a Successful Employee Campaign**

Conducting a United Way campaign can be easy...and fun! We know that you are busy and are volunteering your time for this effort. To make your job easier and more manageable, we have broken it down into eight easy steps.

### **1. Make Your Personal Gift**

Lead by example and others will follow. Your financial commitment shows others that it is everyone's responsibility to make Lake County a better place to live and work.

### **2. Appoint the Right Leader(s) for Your Employee Campaign**

Appoint someone to lead your campaign who can design and achieve a successful campaign. Motivate and encourage them to put together an employee team that will work with you, your company's leadership, and the United Way staff.

### **3. Open the Line of Communication - *Welcome a Campaign in the Workplace***

- ✓ Make a "big splash" announcement about United Way campaign dates
- ✓ Ask the senior management to host the campaign kick-off

### **4. Share Your CEO Message of Involvement**

Let your employees know you are actively supporting the company campaign and are committed to its success. Attend campaign events, personally ask employees to give or send a personal note. Make sure management notices the good deeds of employees.

### **5. Tap Into United Way's Experience**

Increase your team's probability of success by using the ideas and experience of the United Way staff. They have helped hundreds of companies and educated thousands of employees about United Way's essential role in our community.

## 6. Educate Your Workforce

The United Way message can be delivered in ways that fit your corporate culture and availability. Research has shown that when an employee is educated about the United Way, they appreciate the message, learn valuable things like where to access services, and are more apt to give.

More companies are allowing short face-to-face meetings which will encourage employees to ask important questions and satisfy their desire for knowledge about United Way.

Types of employee meetings include;

- ✓ Host a “Grill the United Way” Q & A session
- ✓ Invite “walkabout” presentations in each department
- ✓ Allow for 15 minutes of time for a United Way educational presentation by guest speakers or UW staff during your regularly scheduled staff or safety meetings
- ✓ Play the UW video on email or in the lunchroom

Talk to your management team to consider running a **Management Leadership Campaign**. Gather top level volunteers to set the example for the rest of the employees by giving early to the campaign.

## 7. Enjoy Special Event Activities

Make your United Way campaign special – it’s a valuable time when management & labor come together for the common good. There are many ideas that inspire teamwork, raise morale and increase donations all at the same time!

## 8. Reward a Job Well Done

Nothing says thank you like – *thank you!* Your campaign team will appreciate the recognition from their management and colleagues. Also make sure to thank those that donated to the campaign.