“GOLD STANDARDS” FOR CAMPAIGN SUCCESS

Follow these five evidence-based best practices to increase the success of your campaign and the impact delivered to our community:

1. PRESENTATIONS
   A United Way representative or agency speaker shares impact stories and helpful info about community resources with employees

2. INCENTIVES
   Even simple campaign perks can add interest and help motivate employee engagement

3. EVENTS
   Special events help create enthusiasm and excitement for the campaign

4. VOLUNTEER ENGAGEMENT
   Through volunteer events and opportunities, employees are able to invest in their community in a hands-on and meaningful way

5. CORPORATE MATCHING
   The company can show their dedication and encourage employee giving by matching a percentage or dollar amount of their employees’ donations

Contact your Relationship Manager today to discuss these five evidence-based best practices and increase the success of your campaign! See our online Campaign Toolkit at www.OttawaUnitedWay.org for incentive and event ideas!

REACH FOR THE STARS! GOALS AND CAMPAIGN AWARDS

Use this list of campaign awards and eligibility criteria to guide your path to success:

Community Builder Award
   • An increase in employee giving from previous year
   • At least $175.00 average employee gift
   • 50% + participation by employees in campaign
   • Employee volunteer involvement
   • 3+ employees give at LLC level ($500 or more)

Gold Award
   • Meets 4 of 5 Community Builder Award criteria

Silver Award
   • Meets 3 of 5 Community Builder Award criteria

Out-of-the-Box Award
   • Awarded to one corporate partner
   • Creative theme
   • Original activities

Joe Martella Above and Beyond Award
   • Awarded to one Employee Campaign Coordinator
   • ECC goes “above and beyond” to add excitement to the campaign, help others realize the importance of United Way, and encourages volunteering

Refer to the ECC Handbook for more information and FAQs.

Access the ECC Handbook and all other campaign resources online at www.OttawaUnitedWay.org.

KEY CAMPAIGN DATES

Training:______________________________________________
Planning Meeting with RM:____________________________
Kick-Off:______________________________________________
Wrap-up Meeting with RM:_____________________________
Name and Contact info for assigned RM:_____________________
Campaign Goal(s)_____________________________________

Follow these key campaign dates:

Holland Office
115 Clover St., Suite 300
Holland, MI 49423
616.396.7811
www.OttawaUnitedWay.org

Greater Ottawa County United Way
8 WEEKS BEFORE KICKOFF

Target Date: ___________  Completed: ___________

☐ Attend a United Way ECC training.

Whether this is your first campaign or you’re a seasoned ECC, our trainings are fun, informative, keep you up to date on the latest changes, and give you the opportunity to learn and share with your peers.

☐ Meet with your United Way Relationship Manager (RM).

Use their guidance and expertise to build a successful campaign plan.

Together, you can:

☐ Review past performance.
☐ Develop campaign goals.
☐ Identify opportunities and challenges.
☐ Explore upcoming campaign themes and materials.
☐ Draft strategies to meet these goals and improve on last year’s results.
☐ Determine campaign start and end dates.

The most effective campaigns are best kept to about 2 weeks. Starting and ending a campaign with a clear kickoff and wrap up are important factors when creating your timeframe.

Start: ___________  End: ___________

☐ Meet with your CEO or corporate leadership to gain their support for the campaign.

☐ Review and approve your budget.

☐ Recruit a campaign team representing key departments and all levels of your company. Educate your team members on United Way’s role in the community.

6 WEEKS BEFORE KICKOFF

Target Date: ___________  Completed: ___________

☐ Finalize goals & strategies with your CEO and campaign team.
☐ Lay out campaign plan (dates, speakers, theme, events, incentives).
☐ Assign tasks to your team (Ex. communications, event coordination).

4 WEEKS BEFORE KICKOFF

Target Date: ___________  Completed: ___________

☐ Notify your RM of the campaign materials you’ll need.
☐ Schedule impact experiences and workplace presentations with your RM.

2 WEEKS BEFORE KICKOFF

Target Date: ___________  Completed: ___________

☐ Create energy and awareness. Begin publicizing your campaign.
☐ Prepare your CEO video, email or letter to your employees.

1 WEEK BEFORE KICKOFF

Target Date: ___________  Completed: ___________

☐ Send CEO video, email or letter to your employees.
☐ Review event kickoff with your campaign team.
☐ Continue publicizing your campaign.
☐ Confirm with your scheduled United Way representative and agency speaker.

KICKOFF WEEK

Target Date: ___________  Completed: ___________

☐ Host your company-wide campaign kickoff event.
☐ Present information about United Way to all employees in presentations and staff meetings.
☐ Distribute pledge forms to all employees.
☐ Be available to your campaign team and employees to answer questions.
☐ Continue building awareness and growing enthusiasm.
☐ Take pictures and video of your events and send them to your RM. (Your photos may be shared on social media and in the e-newsletter, print newsletter, and annual report.)
☐ Thank your CEO for his/her support.
☐ Thank every employee for participating in the campaign.

CAMPAIGN WRAP UP

Target Date: ___________  Completed: ___________

☐ Collect all pledge forms.

Ask your campaign team to follow up with colleagues who may not have returned their forms. Collecting forms from every individual, regardless of if they gave or not, will confirm that every employee had the opportunity to give.

☐ Complete campaign envelope, enclose pledges and contact RM for pickup. Give copies to payroll department.
☐ Announce your final campaign results.
☐ Thank every employee for their contribution, again. (Ex. verbal recognition, letter, email, small gift, celebration event, etc.)
☐ Conduct a campaign debrief with your team and RM. Develop a written summary for next year’s campaign.
☐ Congratulate yourself on a job well done!
☐ Consider additional impact experiences (Ex. Day of Caring, Stuff the Bus). Refer to your Corporate Engagement plan to help your company Live United year-round! Don’t have a Corporate Engagement plan? Ask your RM for details.