

# “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:



## PRESENTATIONS

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



## INCENTIVES

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



## EVENTS

Special events help create enthusiasm and excitement for the campaign



## VOLUNTEER ENGAGEMENT

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



## CORPORATE MATCHING

The company can show their dedication and encourage employee giving by matching a percentage or dollar amount of their employees' donations