“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

www.OttawaUnitedWay.org