

UNITED IS THE WAY



TIPS FOR A SUCCESSFUL WORKPLACE CAMPAIGN

Here are a few things to keep in mind as your organization gears up to give!

TIME IT RIGHT

Choose a Campaign Kickoff time when employees will be most engaged.

BE VISIBLE

Get on the agenda for scheduled company-wide Zoom calls or meetings, or other gatherings.

PROMOTE. PUBLICIZE. PLAN.

Utilize examples provided in Campaign Toolkit available online:
uwccmc.org/campaign-tool-kit.

GET HIGH-LEVEL BUY-IN

When the CEO and senior managers are the first to give, others will follow their example.

OFFER INCENTIVES

Promote incentives, contests, and raffle drawings to encourage giving. Prizes can include sports team tickets, gift cards, and more!

THANK AND CELEBRATE

Acknowledge those who help. Involve and recruit others who share your passion. Thank them again and again.

CREATE A CORPORATE MATCH

Connect corporate giving to employee giving by creating a corporate challenge match for staff gifts.

MAKE IT PERSONAL

A personalized ask is best particularly from a friend. Utilize personal connections and communications.

LET THE SPIRIT LIVE ON!

Opportunities to lead the way extend beyond your campaign. Keep staff updated on UWCCMC's ongoing success to show them that United is the Way forward!