

INVOLVEMENT

- ***CEO/Top Management publicly supports the campaign:***

Employee participation and levels of giving are significantly higher in companies that have the support of CEO/Top Management. Endorsement can come in the form of letters, e-mails, and/or participation in employee presentations and special events.

- ***CEO/Top Management makes a corporate pledge:***

A corporate pledge or match on employee pledges is very effective when asking for employees' participation in the campaign. A corporate gift confirms the company's commitment to United Way.

- ***CEO establishes campaign goals:***

It is crucial for the campaign's success to have goals established and efforts focused in the following areas; employee participation, employee giving, leadership and emerging leader giving.

- ***CEO/Top Management selects an organized Employee Campaign Manager:***

The importance of the Employee Campaign Manager cannot be understated. Select an individual who is motivated, enthusiastic, communicates well, is respected within your organization, and is supportive of the mission of United Way. Encourage the Campaign Manager to recruit and train other enthusiastic employees from various departments, locations, and labor unions (if applicable) to foster cross-departmental team building. Employee Campaign Managers and their teams should be encouraged to attend training opportunities offered by United Way Fox Cities.

EDUCATION

- ***The United Way message is promoted year-round throughout the company:***

Share information about the work of United Way Fox Cities partner agencies and initiatives. Education of employees is the best way to gain support. Post a link to www.unitedwayfoxcities.org on your companies Intranet for employees to access information on how United Way works in our community.

SOLICITATION

- ***Offer payroll deduction or electronic pledging as a giving option:***

Payroll deduction is the most popular and convenient method of giving among donors because it allows individuals and/or families to spread out payment of their total gift over the entire year. Electronic pledging is available and encouraged; contact United Way Fox Cities for more information.

- ***Provide donor detail:***

It is important to communicate donor information to United Way including home address, phone number, date of birth, and home and work e-mail addresses. In addition, it is imperative to let United Way know of employees who are no longer employed. Employee information provided will be kept confidential.

- ***Implement a Leadership Giving and/or Emerging Leaders campaign:***

With the support of the CEO/Top Management, an individual is selected to champion a leadership giving campaign (\$1000+) among current and potential leadership givers. This person works closely with the Employee Campaign Manager and United Way Fox Cities staff to coordinate a successful leadership campaign and to encourage Emerging Leaders, donors of \$500 or more, age of 40 or under.

- ***Offer all employees the opportunity and ask them give to United Way Fox Cities:***

The number one reason people state they do not give to United Way is simple: they weren't asked. Make sure each employee, including new hires, retirees, part-time and temporary, have an opportunity to make an informed decision about investing in United Way. Conduct informational employee meetings and invite a United Way staff representative to speak.

APPRECIATION

- ***Thank all employees for participating:***

Through awards and letters, thank your campaign manager, committee, and all employees for their participation in the campaign. Encourage the committee to attend the Campaign Celebration and make sure to communicate the work of United Way throughout the year.