

Workplace Campaign Best Practices Self-Assessment



United Way Fox Cities

Instructions

1. In the 2nd column rate how you feel your workplace campaign is performing in the 10 Campaign Best Practices on the following scale:

5 = Excellent 4 = Good 3 = Average 2 = Below Average 1 = Poor

2. Pick up to 3 Best Practices you would like to put priority focus on for this year's campaign and number them 3 accordingly in the third column.

3. For the 3 Best Practices you placed a priority focus on, decide on a goal or goals that will help improve performance for that practice.

	Self-Assessment Rating	Priority Focus	Goal(s)
Show CEO's/Leadership's support of United Way			
Visibly display your company's support of United Way			
Empower, energize and educate your cross-departmental campaign team			
Develop a comprehensive plan, including your company's goals, budget and United Way's campaign messaging			
Communicate, engage and educate year-round			
Promote Recognition Levels/Affinity Groups			
Invite everyone to invest			
Thank donors for their investment and engagement			
Focus on new hire and retiree efforts to bolster campaign			
Provide complete donor information to United Way, including non-work contact information			