

CAMPAIGN: BEST PRACTICES

Tips for successful fundraising initiatives



ENGAGEMENT PLAN

Engage the CEO or Senior Management

Ensure that the vision of top leadership shines brightly upon the initiative.

Recruit a Committee

Gather a diverse assembly from all tiers for seamless management and communication.

Promote and Publicize

Set forth a clear goal to ignite the spirit of participation. Utilize United Way resources to educate employees.

Host a Kick-Off Event

Inspire enthusiasm through the visible support of leadership. Collaborate with the United Way to bring in a motivational speaker from a partner agency to showcase the impact of your efforts.

CAMPAIGN STRATEGY

Follow Up

Many people don't donate simply because they aren't asked! Collect all pledges, regardless of current contributions, ensuring everyone has the opportunity to participate.

Keep Them Giving

Midway through your campaign, compare this year's donor list with last year's to identify non-pledgers. Personally thank contributors and create a follow-up strategy for those who haven't responded.

Thank Everyone! Celebrate Success

Express sincere gratitude to all who supported the campaign. Share the total amount raised and the employee participation percentage. It's essential to show gratitude for everyone's contributions.

Get a Jump on Next Year

Convene with your team and United Way staff to evaluate the campaign. Discuss successes, challenges, and strategies to enhance next year's efforts.

