



United Way of Will County

Successful Campaign Guide

When employee giving campaigns are built on the basic fundamentals listed below, campaigns are dramatically more successful!

- 1. GET YOUR CEO AND KEY MANAGEMENT INVOLVED.**
- 2. MAKE GIVING EASY.** Encourage payroll deduction year round. It's the easiest and best giving method.
- 3. DEVELOP A CAMPAIGN COMMITTEE.** Reach out to your United Way of Will County contact to plan your employee giving campaign. Have allies from all sectors of the work force represented (labor, management, salaried staff, hourly personnel, etc.) come together as a team to carry out a fun and interactive campaign.
- 4. SET YOUR GOAL.** Your goal could be a specific dollar amount or an increase in employee participation. Whichever strategy you use, make a goal and share it!
- 5. RECRUIT AND TRAIN SOLICITORS.** Find others who believe in United Way of Will County's mission and ask them to solicit donations. One solicitor for every 20 employees is a good rule of thumb. United Way of Will County can conduct solicitor training for you.
- 6. OBTAIN CAMPAIGN MATERIALS.** United Way will provide brochures, posters, and pledge forms. Template emails and social media posts can be requested as well. Consider offering incentives to those who participate.
- 7. PUBLICIZE YOUR CAMPAIGN.** Develop a theme and communicate it throughout your organization (emails, posters, newsletters, etc.).
- 8. HOLD A RALLY OR KICKOFF.** To start your campaign, have a kick-off meeting with a United Way of Will County presenter or get employees involved through a United Way of Will County Lunch and Learn. Lunch and Learn topics are available under businesses on our website.
- 9. CONDUCT YOUR EMPLOYEE GIVING CAMPAIGN.** Make sure all of your employees have been personally asked to give either individually or in a group setting by you or a committee member / solicitor. Not just through a mailbox, but through a follow-up e-mail, phone call, or a one-on-one visit. One of the biggest reasons employees do not give is simply that they were not asked to give.
- 10. SAY THANK YOU.** Whatever methods of communication that were utilized to ask employees to give should also be used to thank employees for their gifts.
- 11. NEW HIRES/RETIREES PROGRAM.** Show your new hires that your company cares about the community by giving them opportunity to make their gift. Allow retirees to continue their impact by continuing giving to United Way of Will County.
- 12. REPORT YOUR RESULTS TO UNITED WAY OF WILL COUNTY.** Complete the report forms and return all Materials and contributions (cash and/or checks) to the United Way of Will County office.