

# Campaign Best Practices

	Points
United Way presentation given for employees	15
Set a goal for your campaign (participation and / or dollar goal)	10
Any increase in overall campaign dollars over the previous year's campaign (or new campaign)*	10
Any increase in employee participation rate over the previous year's campaign (or new campaign)**	10
Statement of support from upper level management <ul style="list-style-type: none"> <li>In the form of a letter, email or at a United Way presentation</li> </ul>	10
Corporate charitable contribution or sponsor a United Way of Larimer County event (Any amount; no memberships or in-kind donations included)	5
Send email(s) to employees to promote campaign. Additional points awarded for multiple emails (five points per message), up to 15 points	5 -15
Host one or more special event(s) during the course of the company's campaign. Additional points awarded for multiple events (five points per event), up to 15 points	5-15
Incorporate United Way of Larimer County's Loyal Contributor Program into campaign <ul style="list-style-type: none"> <li>Points earned by including Loyal Contributor information via email, campaign presentation, special events and / or posters</li> </ul>	5
Host a volunteer project(s) during campaign during the course of the company's campaign or participate in Make a Difference Day <ul style="list-style-type: none"> <li>Volunteer projects, including service-to-go projects and/or off-site volunteering must be team oriented (more than one person)</li> </ul>	5
Offer giving incentive(s) to employees <ul style="list-style-type: none"> <li>Examples include raffle entries for giveaways, jeans coupons, matching dollars, paid time off, etc.</li> </ul>	5
Show United Way video via email to all employees or during campaign presentation	5

**Campaign with the most points as of December 8, 2017 will win the Campaign of the Year award. In the event of a tie, the award will be presented to the campaign with the highest employee participation rate (donors / total number of employees).**

\* Overall campaign dollars refers to employee gifts, corporate gifts and special event revenue. Company sponsorships / memberships are not included in calculating overall campaign dollars. Percentage increase is calculated based on previous year's overall campaign dollar total.

\*\* Employee participation rate is calculated based on the previous year. Example: If employee participation rate increased from 20% to 22%, the increase would be 10%