

CEO Best Practices

Top level management support of the United Way campaign is the best way to ensure success of your campaign. The following Best Practices are suggestions of how you can continue to support your company's campaign:

- Appoint and empower a campaign coordinator, or champion, to run the United Way campaign at your company. Your campaign coordinator plays a vital role in your organization's campaign and will be the biggest contributor to your success. The basic responsibilities of this role include:
 - **Motivate and Lead** – the coordinator spearheads your company's United Way campaign
 - **Advise and Encourage** – the coordinator acts as the liaison between United Way and your employees
 - **Educate and Energize** – the coordinator provides fun ways for your employees to learn more about United Way and our community's needs
- Allow a United Way representative to present at an all staff meeting (this can also be accomplished at multiple department meetings or managers' meetings).
- Speak at an all-staff meeting (along with a United Way representative) about the benefits of giving through the campaign and why your company supports United Way.
- Send out pre-campaign emails to all staff letting them know when the United Way campaign kicks off and why the company supports United Way (United Way can provide templates).
- Send a thank you email (or make personal phone calls) to all staff who contributed during the campaign. This can include contributions of time as well as financial contributions.
- Share the results of your campaign with all employees. Say thank you.
- Recognize your volunteer coordinator and campaign committee. Thank them for their time and dedication to the campaign.
- Sit in on a planning meeting with your employee coordinator and United Way staff.
- Encourage donors by providing an incentive for giving. Examples include matching dollars on employee contributions, paid time off, free lunch, tickets to sporting events, etc.



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