

Best Practices

- 1. The CEO publicly supports the workplace campaign:** Recommendation: **CEO supports a campaign scheduled between September 3, 2009 and October 31, 2009**; CEO sends an endorsement letter to all employees, speaks at employee meetings, and appears at events. *Involves the labor union that represents company employees (if applicable).* Demonstrates his/her leadership by joining The Diplomat Society.
- 2. Allow & encourage employees to use payroll deduction.** Recommendation: Besides being convenient, it affords a relatively painless way to make a larger size gift.
- 3. Personalize employee pledge forms:** Recommendation: Attach the employee's name and past pledge information to the United Way pledge form to reinforce giving as a personal decision and to encourage increasing the level of giving.
- 4. CEO recruits an organized, enthusiastic Employee Campaign Ambassador (ECA):** Recommendation: The Ambassador attends United Way's **ECA Training**. The Ambassador reports directly to the company CEO or designee and works with the CEO to establish campaign goals. The CEO supports the Ambassador in recruiting other enthusiastic employees to form a Campaign Committee. CEO allows the United Way Campaign Committee reasonable company time to organize and run a successful workplace campaign.
- 5. CEO recruits a senior-level employee as a Leadership Gifts Coordinator:** Recommendation: This senior-level employee coordinates a Leadership and Leadership Diplomat Society level campaign among employees and sets the goal for number of participants and dollars raised. Recommendation: CEO requires the Coordinator to attend United Way's training.
- 6. Workplace Committee incorporates themes, incentive and special events into the campaign:** Recommendation: Generate enthusiasm for the Campaign with corporate incentives for supporting United Way's Community Safety Fund (days off, casual days, prizes, etc.) and add fun through special events (skits, contests, auctions). Encourage employees to attend the **United Way Kick-Off**.
- 7. Publicize the campaign within your organization:** Recommendation: Use posters, thermometers, flyers, newsletters, banners, and email help promote campaign events. United Way can help provide you with these.
- 8. Educate your employees about United Way and ask them to give:** Recommendation: Help employees learn more about United Way by holding employee meetings and / or one-to-one solicitations from committee members or directing them to our website at www.kenoshaunitedway.org **Arrange for a United Way video and speaker at meetings.** Encourage employees to share their personal experiences using or providing United Way services.
- 9. Allow retirees and new employees the opportunity to support the campaign throughout the year:** Recommendation: Offer retirees (if applicable) the opportunity to give by mailing them pledge forms and inviting them to employee meetings. Offer new employees (including part-time and seasonal) the opportunity to contribute at the time they join your organization.
- 10. Once the Campaign is completed, the CEO thanks all employees for participating:** Recommendation: Through awards and letters, thank your Coordinator, committee and all employees for their participation in the campaign. Attend the **United Way of Kenosha County's Campaign Finale** with your coordinator and committee.