7 Best Practices for a Workplace Giving Campaign

1. Meet with Your CEO
- Commit to a company pledge and payroll deductions
- Allow company time for campaign planning meetings, training, and presentations/kickoff event(s)
- Assign an Assistant Campaign Coordinator who will serve as next year's Coordinator
- Obtain management support
- CEO to speak at committee training sessions and employee presentations/kickoff event(s)

2. Recruit a Campaign Committee
- Select individuals from all parts of the organization to serve on the committee
- Assign duties for each committee member
- Educate the committee through UW presentations, tours, etc.

3. Set Campaign Goals, Timelines, and Objectives
- Establish campaign timeline
- Set campaign goals for education, dollars raised and participation
- Work with your Community Executive and UW staff to find new ways to grow your campaign

4. Conduct a Strong Educational Campaign
- Select method for 100% educated and asked
- Select and train key campaigners for education, solicitation, and follow-up
- Reserve rooms, speakers and CEO for all trainings and presentations/ kickoff event(s)
- Schedule brown bag lunch and team seminar/ Host agency speaker, tour, or exhibit

5. Run Leadership Giving Campaign
- Ask your CEO to choose a senior manager to coordinate leadership event
- Follow up with the Leadership Giving Coordinator to arrange the following:
  - Identify potential Leadership Donors
  - Arrange and conduct a Leadership giving meeting/ kickoff

6. Publicize and Promote
- Implement publication methods: posters, email blasts, speakers, program tours, company newsletters, etc.
- If possible, personalize pledge cards
- Hold special events and offer incentives (raffles, games, food, etc.)

7. Report and Recognize
- Report results to company and post them
- Fill out appropriate UW reporting forms/envelopes
- Thank all employees