

10 Campaign Tips

1. Time it right. Choose a campaign kickoff time when you know your fellow employees and leadership team will be most engaged. Keep holidays and your organization's busy periods in mind.

2. Get high-level buy-in. Leadership donors can drive a campaign's success by creating momentum. When the CEO and senior managers are the first to give, others will follow their example. Suggest that a special leadership giving chairperson be assigned to target those able to give at a higher level.

3. Create a Corporate Match. If your company doesn't already, connect corporate giving to employee giving by creating a corporate challenge match for employee donations.

4. Be visible. Get on the agenda for scheduled organization-wide events, department meetings or other company gatherings.

5. Kick off strong and create incentives. A fun, inclusive launch event sets the tone for the campaign. This is a great time to announce incentives, contests or drawings. For example, one company allowed donors who contributed \$1,000 or more win a day off vacation and increased leadership giving by up to 61%!

6. Make it personal. A personalized ask is best, particularly from a friend or colleague. Utilize personal connections in emails and communications.

7. Promote. Publicize. Plan. Raise awareness of UWLCA's work. Send email updates. Be a presence on your company's intranet. Form a committee. You can count on UWLCA for support and advice on your publicity and marketing efforts.

8. Thank and celebrate. Acknowledge those who help. Involve and recruit others who share your commitment. Thank them repeatedly. These actions are a big part of making your campaign a success and setting the stage for the following year.

9. Let the spirit live on! Let your colleagues know about opportunities to volunteer in the community and advocate for our neighbors through UWLCA.

10. Communicate, communicate, communicate! The key to successful year-long engagement—and at the heart of every effective campaign—is communication. Keep your co-workers informed about ongoing opportunities to engage with UWLCA's and encourage them to connect with us on our social media channels.

