

Effective Strategies and Leadership to Increase Giving for CEO's and Presidents

Openly Endorse Your Support of Community Giving Through United Way

- Share with employees that you support community giving.
- Send a letter/memo of support to employees.
- Attend group meetings and activities.
- Include your personal Leadership or Tocqueville gift.

Give a Corporate Gift

- Offer to match employee contributions.
- Give a separate corporate gift.

Appoint an Enthusiastic Employee Coordinator (EC)

- The EC will organize and run the campaign.
- Choose an energetic/enthusiastic person to be EC.
- EC communicates with United Way for additional support/materials.

Set a Challenging Goal

- Develop a strategy to achieve your goal.
- Conduct a short intensive campaign, with enthusiasm.
- Provide your workplace with a specific target of new contributions or contributors.

Personalize Your Campaign

Encourage your Employee Campaign Manager to:

- Attend the Employee Coordinator Training provided by UWCF
- Plan promotion and publicity weekly (bulletin boards, payroll stuffers, email, newsletters).
- Host kick-off breakfast or luncheons to rollout the campaign.
- Offer participation incentives (Raffles, food baskets, gift certificates, parking, time off, dinners).
- The most successful employee involvement comes from great communication/promotion initiatives

Implement an Effective Solicitation Process

- Educate all employees about what United Way does. Pull ideas/topics from our materials.
- Utilize United Way volunteers as speakers and agency resources to educate your workforce.
- Ensure all employees are given an opportunity to give.
- Monitor your results and communicate results back to employees.

Run a Company Leadership-Giving Program

- Consider holding a separate Leadership campaign with selected staff prior.

Activate a New Hire Program

- Include campaign material & pledge form in all new employee packets.