

Successful Campaign Techniques:

Try these techniques for a successful workplace campaign!

KICK-OFF WITH A BANG!

- Make it **FUN!** Motivate and engage your employees with incentives and activities that celebrate the lives you will change together!
- Invite United Way of York County (UWYC) staff or your employees who already give to speak at your campaign meetings.

GET HIGH-LEVEL BUY-IN:

- Matching gifts can increase your overall campaign! Ask your CEO to offer a \$1 for \$1 or percentage match to total employee giving, or a match if you reach your campaign goal.
- UWYC will provide personalized communications for current and prospective First Capital Club members.

MAKE IT A GROUP EFFORT:

- Create a United Way committee where other employees can help spread the word and encourage giving within their departments.
- Share the importance of a philanthropic work culture and invite new hires to give.
- Reach out to your recent retirees--especially those who gave in the past--and send them the easy giving link (they can credit your company name on their pledge).

HELP ADVOCATE:

- **Spread the word that your company supports UWYC!** Consider asking customers, board members, or contractors to support our community in partnership with your company.
- We'd love to see your support! Tag us on a company social media post with a group photo or selfies of your employees engaged in campaign activities.
- Utilize complimentary yard signs and posters to highlight your support of UWYC.

SAY THANK YOU, OFTEN!

- **Thank all employees who gave** by posting internal messages and/or personalized notes.
- Highlight donors who increased their gifts or gave for the first time.
- Show appreciation to your CEO and any Emerging Leaders, Women United members, and First Capital Club members.
- Celebrate the power of collective impact with everyone who helped!