

# GOOD TO KNOW!

## TIPS FOR A SUCCESSFUL WORKPLACE CAMPAIGN

Here are a few things to keep in mind as your organization gears up to give!

### TIME IT RIGHT

Choose a Campaign Kickoff time when you know your fellow employees will be most engaged.

### BE VISIBLE

Get on the agenda for scheduled company-wide Zoom calls or meetings, or other gatherings.

### PROMOTE. PUBLICIZE. PLAN.

Utilize examples provided in Campaign Toolkit available online:  
[www.uwccmc.org/campaign-tool-kit](http://www.uwccmc.org/campaign-tool-kit).

### GET HIGH-LEVEL BUY-IN

When the CEO and senior managers are the first to give, others will follow their example.

### OFFER INCENTIVES

Promote incentives, contests or drawings to encourage giving.

### THANK AND CELEBRATE

Acknowledge those who help. Involve and recruit others who share your passion. Thank them again and again.

### CREATE A CORPORATE MATCH

Connect corporate giving to employee giving by creating a corporate challenge match for staff gifts.

### MAKE IT PERSONAL

A personalized ask is best particularly from a friend. Utilize personal connections and communications.

### LET THE SPIRIT LIVE ON!

Opportunities to lead the way don't end when your campaign does. Keep staff posted on UWCCMC's success!



United Way of Clark,  
Champaign & Madison Counties

[UWCCMC.ORG](http://UWCCMC.ORG)