

GOOD TO KNOW!

TIPS FOR A SUCCESSFUL CAMPAIGN DURING A PANDEMIC

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.

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

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 drawing 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!

MEET THE TEAM



Kerry Lee Pedraza

Executive Director
kpedraza@uwccmc.org

Lorie Hale

Director of Donor Relations
lhale@uwccmc.org

Kara Van Zant

Director of Community Impact
kara.vanzant@uwccmc.org

Your United Way staff is here to help you every step of the way!



United Way of Clark,
Champaign & Madison Counties

UWCCMC.ORG