

United Way of Etowah County

Model Campaign Benefits and Best Practices

There are benefits to the organization for running a campaign:

- Increased employee morale
- Positive publicity
- A way to improve our community
- Opportunity for teambuilding
- Increased employee pride for their company
- Employee personal and professional growth

Tips for a Successful Campaign

- Visible CEO support
- Energetic and organized coordinator
- Supportive Campaign team
- Training attendance for coordinator/team
- Analyze campaign
- Set a goal
- Leadership solicitation and events
- Payroll deduction
- Agency Tours & Speakers
- United Way education and campaign materials
- Employee Meetings where all employees have opportunity to give
- Loaned Executive involvement and support
- Incentives
- Internal matching program
- Continuous United Way awareness and education opportunities
- Facilitate a thank you program