



# CAMPAIGN BEST PRACTICES

Below are best practices to craft a compelling campaign that reflects your company's culture.

## 1 Learn about United Way of the Plains.

From strengthening local resilience to advancing health, youth opportunity, and financial security, United Way is mobilizing our community to action so all can thrive. Learn more at [unitedwayplains.org/what-we-do](http://unitedwayplains.org/what-we-do).

## 2 Get organized.

- Meet with your United Way contact to review campaign goals and plan activities.
- Secure support from your CEO and discuss a possible corporate gift or match.
- Form a committee and assign roles.
- Decide on a pledge method: paper or ePledge.
- Request campaign materials (pledge forms, brochures, posters, etc.).

## 3 Design your campaign.

- Choose a theme and create fun, engaging activities.
- Schedule a kickoff meeting and a celebration wrap-up event.
- Promote the campaign through internal communications.
- Ask your United Way contact to schedule a funded tour or volunteer opportunity.

## 4 Encourage giving.

- Host your campaign kickoff (virtual or in-person) with a United Way presentation.
- Offer incentives and highlight giving options, including payroll deduction and leadership giving.
- Ask employees to submit pledge cards by a deadline and follow up as needed.

## 5 Wrap up and celebrate.

- Announce results and thank donors, leadership and your planning committee.
- Complete and submit your report envelope to United Way.
- Share your campaign success on social media - tag [@unitedwayplains!](https://www.instagram.com/unitedwayplains)
- Reflect on what worked and document notes for next year.
- Stay engaged year-round at [unitedwayplains.org/corporatehub](http://unitedwayplains.org/corporatehub).