

2021 CAMPAIGN BEST PRACTICES FORM

Company Name: _____

ECM(S): _____

1. CEO publicly supports the campaign

- Check here if your CEO sends endorsement letter/email to employees or endorses campaign at employee group meetings

2. Company implements Campaign Team

- Check here if your campaign is managed by a team, a Campaign Chair (senior level manager), or Employee Campaign Manager

3. Company makes campaign fun and engaging

- Check here if your company does at least two of the following:
Promotes and publicizes campaign
Uses incentives to promote participation
Holds special events

4. Company promotes Leadership Giving

- Check here if your company does at least two of the following:
Invites all employees to pledge at a Leadership level
Holds a special event to recognize and celebrate Leadership
Make a targeted ask to current and prospective Leadership donors

5. Company distributes personalized pledge forms

- Check here if your company uses paper pledge forms with printed employee name and information, personalizes the pledge form message box or uses electronic pledging

6. Company encourages employees to use payroll deduction

- Check here if your company encourages payroll deduction

7. Company educates employees about United Way of Roanoke Valley

- Check here if your company does at least three of the following:
All employees invited to employee group meetings.
United Way information presented at employee group meetings.
UW Staff makes presentation to employees.
UW agency or beneficiary speaker makes presentation to employees.
Campaign video shown.
Pledge forms distributed at employee group meetings.
Employees participate in agency tours.

8. Company has New Hire and/or Retiree program

- Check here if your company includes United Way information in company new hire orientation or solicits and provides retirees with United Way brochure during campaign.

9. Company thanks donors

- Check here if your company does at least two of the following:
Thank prior year donors at start of campaign to improve donor retention.
Follow-up with prior year's donors
Thank current donors for supporting the campaign.