KEYS TO SUCCESS

SELECT A STRONG CAMPAIGN TEAM
You want a team with broad representation from all departments and levels.
- Make it easier for yourself and share responsibilities with your team – hand out assignments
- Gather support from top management to back campaign activities
- Have team members set goals for their departments and assist in deciding how best to engage peers in THEIR department

CONNECT GOALS TO IMPACT
Goals inspire! Start with the most important goal: the impact coworkers are having on the community through their partnership with United Way of Greater Oswego County!

PARTICIPATION = SUCCESS
The more people that sign up, the bigger the difference you will make and the more you will have to celebrate! Try to get everyone involved. Think about fun and creative ways to engage your coworkers.
- Hold a food-themed event.
- Make your gift first – lead by example.
- Highlight benefits of giving – what it does for the community.

INVOLVE COMPANY LEADERSHIP
Don’t be afraid to ask your leadership team to get involved. Your leadership team can inspire others to give by “leading the campaign.”
- Ask to have 5-10 minutes set aside at a staff meeting to talk about United Way, or have a United Way speaker come in to talk.
- Invite upper management to visibly support the efforts of campaign coordinators during the workplace campaign.

CORPORATE PARTICIPATION
These days, many corporations have community investment priorities. Build a engagement strategy that could include:
- An employee gift-matching program
- Local and national corporate grants for the United Way
- Volunteer opportunities for employees

PUBLICITY AND COMMUNICATION
Advertise events and campaign dates early, often and everywhere. It will make a difference. Whether it is a poster in the break room, speeches at a staff meeting or emails.