

# Best Campaign Practices (BCP's)

*A little effort makes a BIG difference*

*Following these BCP's benefits your campaign results!*



United Way  
of York County

## The more BCP's a company implements...

- the higher the **employee participation**,
- the higher the **average employee gift**, and
- the higher the **overall campaign dollars** raised.

## The Top Three BCP's...

- **Senior Management Endorsement:** The personalized & visible endorsement of United Way & the campaign by the CEO/President of the company is crucial. Especially effective when the CEO attends & speaks at UW presentations.
- **Campaign Rally:** Presentations made to all employees by United Way staff help educate & inform your employees.
- **Special Events:** Incentives and "fun-raisers" help to raise extra dollars and increase awareness of United Way

## Below is the list of BCP's that we encourage all workplace campaigns to employ!

### Corporate Giving and Senior Management Support

- Give a corporate gift.
- Offer to match employee contributions.
- Senior management sends out a campaign support letter.
- Senior management gives a speech and/or is in attendance at the rally.
- Promote leadership giving.

### Campaign Planning

- Establish a campaign committee.
- Establish a campaign timetable.
- Review past performance, set goals and/or develop strategies to increase participation and dollars raised.
- Have the campaign coordinator attend the UWYC coordinator training.

### Conduct an Effective, Fun, and Successful Campaign

- Publicize the campaign by putting up posters, handing out brochures, sending out company emails and/or newsletters in support of the UWYC campaign.
- Ensure all employees are given an opportunity to participate.
- Conduct a rally/presentation made to all employees by United Way staff to help educate & inform your employees.
- Schedule a funded agency speaker to come speak at your campaign rally/presentation.
- Choose a selection of employees to attend a United Way Agency Tour.
- Offer incentives to increase participation and overall campaign total.
- Plan special events & "fun-raisers" to gain extra dollars and increase awareness of United Way.
- Take time to report your results and thank your employees.

### Activate a New Hire Program

- Include United Way materials and a pledge form in all new employee packets.

### Become involved with United Way year-round

- Give employees the opportunity to participate in Day of Caring and other community engagement efforts.