

Best Practices to Improve Your United Way Campaign

	Yes we do this	We Need to do this
1 CEO Sponsorship/Endorsement/Public Support		
2 Set Goals for Giving:		
3 <i>Percentage of Workforce Donors</i>		
4 <i>Donation per Person</i>		
5 <i>Number of Leadership Donors</i>		
6 <i>Percentage of Leadership Donors</i>		
7 <i>Number of Fair Share Donors</i>		
8 <i>Percentage of Fair Share Donors</i>		
9 Corporate Gift		
10 Fundraising - 50/50 raffles, raffle merchandise, parking spots or employee-made items, lunches		
11 Promote the Car Giveaway - make the car visible at workplace, communicate weekly drawings		
12 Start early		
13 Payroll deduction		
14 Kickoff Meeting or Breakfast with Committee and/or Coordinators		
15 Motivated and trained coordinator		
16 Testimonials - Personalize Message		
17 Make the "ask" soon after the kickoff/testimonials		
18 Stand-up meetings		
19 Internal communication to your organization		
20 Personalized Pledge Forms		
21 Incorporation of a theme, incentive, special event		

The Best Campaigns Start with CEO Sponsors.....You Can Make A Difference!!!



United Way
of Coastal Carolina