

# Grow Giving with Benchmark Campaign Techniques

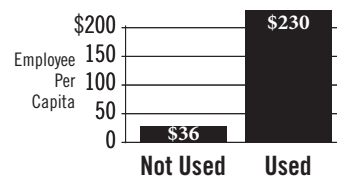


United Way of San Antonio and Bexar County

The proof is in the numbers! During 2017, area campaigns that used these techniques posted stronger results than those where the techniques were not used.

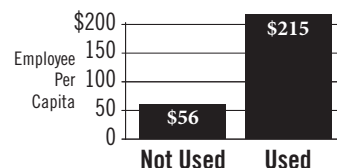
## 1. Visible CEO Support

- Approve a corporate match/contribution
- Send communication to all employees endorsing campaign
- Participate in campaign meetings/activities
- Allow company time for volunteer activities



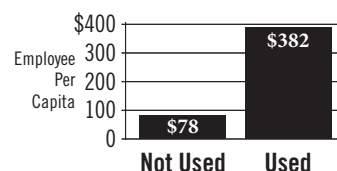
## 2. Name an Executive Chair & Committee to Help

- Chair approves goals, budget, incentives
- Executive Chair supports leadership giving campaign
- Committee includes employees from all departments and United Way staff
- Bring your committee with you to United Way's Employee Campaign Manager Workshop
- Identify a co-chair to lead next year's campaign



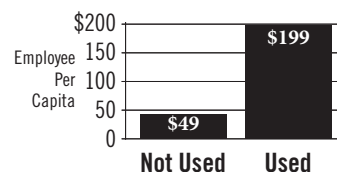
## 3. Conduct Separate Leadership Giving Meetings

- Set a goal for leadership giving
- Run your leadership campaign before your employee campaign
- Consider hosting leadership breakfast or lunch
- Follow up with individuals who could not attend
- Announce leadership giving results at campaign kickoff
- Recognize and thank leadership donors



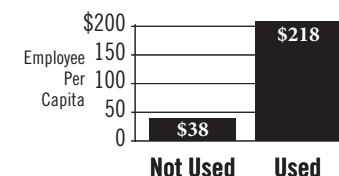
## 4. Develop a Plan with Timetable and Goals

- Review your company's giving history with your United Way staff
- Develop a campaign timeline and goal(s)
- Choose special events tailored to your company culture
- Delegate responsibilities to committee members



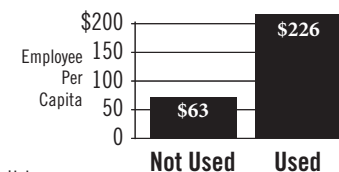
## 5. Promote and Publicize Your Campaign

- Adopt the campaign theme to leverage community-wide publicity
- Invite United Way speakers to employee meetings
- Utilize United Way video, brochures, banners, posters
- Conduct agency tours and volunteer projects
- Communicate via e-mail, intranet, newsletter, etc.



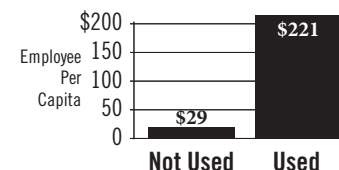
## 6. Employee Group Meetings

- Conduct departmental meetings for a more personal ask
- Thank employees for last year's gifts
- Invite a United Way speaker
- Show campaign video
- Make the meeting fun and provide refreshments where possible
- Announce incentives for early pledging and deadline to turn in pledges



## 7. Ask All Employees for a Gift

- Make your pledge first
- Send employees reminders to pledge
- Mention the deadline for turning in pledges
- Make sure everyone is asked (all sites, all shifts)
- Keep pledges confidential



## 8. Say Thank You

- Celebrate your campaign success creatively
- Thank everyone on the committee
- Thank all donors with posters, e-mails, reception
- Recognize leadership contributors
- Send a thank you letter from the CEO

