

Annual Campaign Best Practices

Techniques Utilized by Area Companies



Top Level Support

Highlighted Company: Landmark Credit Union

- CEO active and visible in support of United Way and does a personal video message that all branch locations view simultaneously.
- Result: Employee participation rate at 59%.
- Other techniques utilized: Speakers, payroll deduction and incentives/drawings.

Matching Gift Program

Highlighted Company: MetalTek International

- Corporate giving matches employee giving dollar for dollar.
- Result: Employee participation at 50% and an average employee gift of \$164.
- Other techniques utilized: Top level support, campaign team, speakers, video, payroll deduction, retiree program, special events and incentives/drawings.

Leadership Circle Giving Program

Highlighted Company: Waukesha Engine, Dresser, Inc.

- Each year the company hosts a Leadership Circle Breakfast. The breakfast is to thank employees and encourage their continued leadership support. The CEO attends and gives his thanks and appreciation. The breakfast is catered and sponsored by company.
- Result: Average employee pledges is \$234.
- Other techniques utilized: Top level support, campaign team, speakers, video, payroll deduction, retiree program, labor support, special events and incentives/drawings.

Strong Educational Campaign

Highlighted Company: Generac Power Systems

- Company conducts group presentations to all employees at each of their three facilities. Speakers include representatives of funded programs and United Way along with United Way board member that is a retired employee of the company.
- Result: Employee participation at 83%.
- Other techniques utilized: Campaign team, payroll deduction, special events and incentives/drawings.

Special Events

Highlighted Company: UPS

- Company participates in various year-round special events to raise awareness and additional dollars for United Way. These events include: Basketball tournament, volleyball tournament, softball tournament, golf tournament and fishing tournament.
- Result: \$16,500 additional dollars were raised.
- Other techniques utilized: Top level support, campaign team, Leadership Circle emphasis, speakers, video, payroll deduction, special events and incentives/drawings.