

# CAMPAIGN BEST PRACTICES

Below are best practices to craft a compelling campaign that reflects your company's culture.

## **1 Learn about Salina Area United Way.**

From strengthening local resilience to advancing health, youth opportunity, and financial security, United Way is mobilizing our community to action so all can thrive. Learn more at [unitedwaysalina.org](http://unitedwaysalina.org)

## **2 Get organized.**

Secure support from your CEO and discuss a possible corporate gift or match.  
Form a committee and assign roles to help with campaign efforts  
Download campaign materials (pledge forms, posters, information, etc.).

## **3 Design your campaign.**

Choose a theme and create fun, engaging activities.  
Schedule a kickoff meeting and a celebration wrap-up event.  
Promote the campaign through internal communications

## **4 Encourage giving.**

Host a campaign kickoff (virtual or in-person) with a United Way presentation.  
Offer incentive and highlight giving options, including payroll deductions and leadership giving.  
Ask employee to submit pledge cards by a deadline and follow up as needed.

## **5 Wrap up celebration.**

Announce results and thank donors, leadership and your committee.  
Complete and submit your report form to Salina Area United Way.  
Share your campaign success on social media - tag [@salinaareaunitedway](https://twitter.com/salinaareaunitedway)  
Reflect on what worked and document notes for next year.  
Stay engaged year-round at [unitedwaysalina.org](http://unitedwaysalina.org).