

CAMPAIGN BEST PRACTICES



Thank you for joining the United Way St. Croix Valley as a Campaign Champion! Here are some suggestions for helping you be successful. Remember, we are here to support you, so don't hesitate to reach out with any questions or concerns!

MAXIMIZE CAMPAIGN PERFORMANCE

- Show CEO and/or leadership team's public support of campaign
- Create and train a campaign team
- Set goals
- Make your campaign fun and engaging
- Include speakers/videos to show the impact of donations
- Include special events
- Send follow-up emails to remind employees of campaign events and deadlines
- Thank donors and volunteers



CAMPAIGN GROWTH STRATEGIES

- Provide clear endorsement from CEO and other senior leaders
- Ensure 100% of employees feel personally asked to participate in the campaign
- Build a connection between donors and United Way St. Croix Valley throughout the year