

United Way of Southwest Michigan

The greatest gift you can give your community is to run a strong employee campaign.

Best Practices

...a guaranteed way to increase your campaign success.

- Set up a **campaign committee** for a smooth, organized campaign
- Set and publicize a **campaign goal** and communicate it to employees
- Demonstrate strong **support from senior leadership**
- Offer a **corporate match** to encourage participation
- Hold a **rally or other fun events** to engage and educate employees
- Provide **other incentives** for participation (vacation time, prizes, etc.)
- Offer **payroll deduction** as an easy way to participate
- Include **retirees & contractors** (e.g.: security) in your campaign
- Implement a **new hires program** that outlines your company's commitment

Benchmarks

| <u>Corporate Per Capita</u> | <u>Employee Per Capita</u> | <u>Employee Participation</u> |
|-------------------------------|--------------------------------|---------------------------------|
| High: \$221.86 | High: \$337.52 | High: 100% |
| Low: \$ 1.99 | Low: \$ 2.38 | Low: 2% |
| Average: \$ 40.05 | Average: \$ 74.17 | Average: 38% |
| (10+employees – 55 Companies) | (10+ employees – 95 Companies) | (10+ employees – 93 Companies*) |

- Some companies that run employee campaigns do not report total number of givers

Other Opportunities to Get Involved

- Day of Caring: Thursday, September 11, 2008**
Volunteer for one of many community projects

- Become a Partner Sponsor**
Campaign Kick-off, Annual Celebration, Media and more...

- Provide Volunteers**
Public Speaking, Allocations, Grant Decisions, Accreditation, Other Resource Development

- Conduct a Leadership Campaign**
For Senior, Leadership/Management

2008 Planning

Corporate Commitment _____

Employee Campaign Goal _____

Employee Campaign Coordinator _____

Current Number of Employees _____

Best Time for Employee Campaign (Aug 1 – Nov 15) _____