

United Way of Greater Kingsport

Campaign Coordinator Best Practices Checklist

Many Campaign Coordinators and CEO's ask us for our "best practices." While there are many underlying details, our United Way Worldwide has done much data analysis on our Fortune 500 top giving companies and here's a list that would also be best on a local level. While not applicable to all companies, we would encourage consideration for best practices not currently in place to encourage an even more successful campaign!

	Best Practices	Company ✓
	Engage employees year-round in communication regarding United Way. Include making sure employees are thanked well for their financial pledges and gifts.	
	Embrace and use technology such as e-mails, videos, social media, texting, apps, multimedia to communicate and share results. Let employees also tell their own stories.	
	Successfully encourage company to provide incentives to increase participation such as matching gifts, step-up programs, days off, etc.	
	Partner with the company beyond campaign on a shared philanthropic interest (like reading) and share results/impact of this interest with employees.	
	Participate in a one-time company-wide volunteer project like Week of Caring.	
	Allow United Way to obtain donor contact info and use it for regular communications/updates on the impact of the gift to deepen the relationship.	

