



United Way  
of East Central Iowa

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## CAMPAIGN PLANNING BEST PRACTICES

Through discussing campaign successes and opportunities with local companies, we gathered a list of campaign planning best practices for you below. Plus, we have a variety of marketing materials you can use in our Campaign Toolkit.

### Theme/Communication

Have a campaign theme (e.g., football)

Shorten enrollment period to discourage procrastination on filling out a pledge form

Share United Way impact through email communication

Continue employee communication with United Way “fun facts”

### Leadership/HR

Company leadership donates toward a company match program

Personal CEO visit to each worksite

Placing pledge form in new hire orientation packets

Award an extra day of vacation if an employee gives a minimum of 1% of their salary

### Prizes

Offer incentive prizes for completed pledge forms

Give out raffle tickets at pledge time (more tickets awarded the earlier the form is completed)

### Events

Have food at United Way awareness events

Hold events at various community buildings

Bring in a partner agency to speak at events

Tailgate party or employee golf outing for kickoff

Paintball or dunk tank for executives or company owners

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## Volunteer. Invest. Advocate.

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