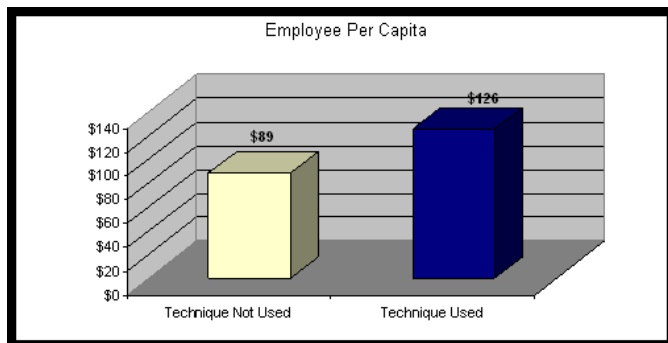


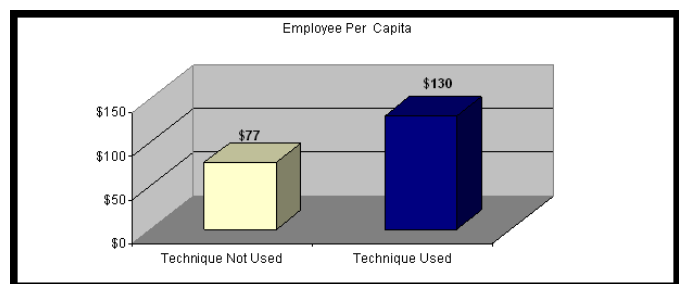
Best Practices: Workplace Giving Campaign



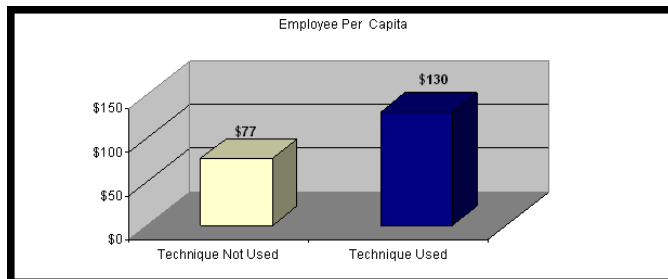
Technique 01 - Appoint a senior executive as Chairman to oversee the campaign in all locations.



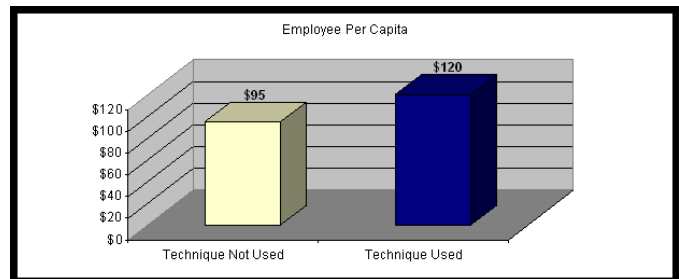
Technique 02 - Recruit site coordinators for each location/department to implement campaign strategy.



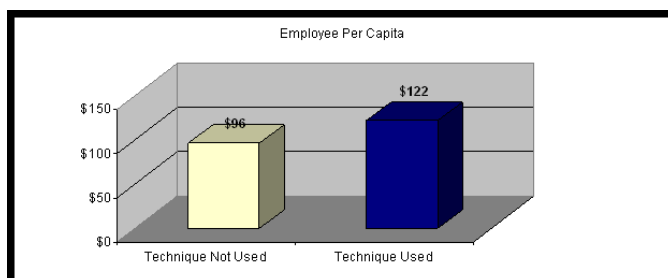
Technique 03 - Set goals and track results by site and along organizational lines.



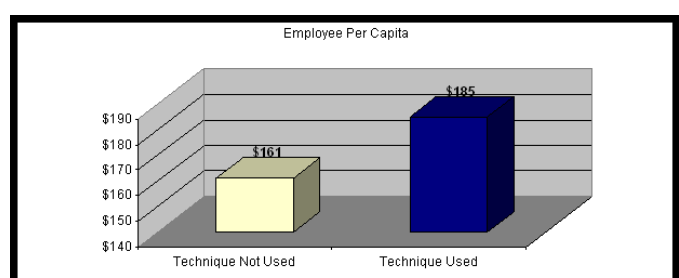
Technique 04 - Utilize United Way staff resources at all locations and shifts.



Technique 05 - Conduct a strong educational campaign among employees.

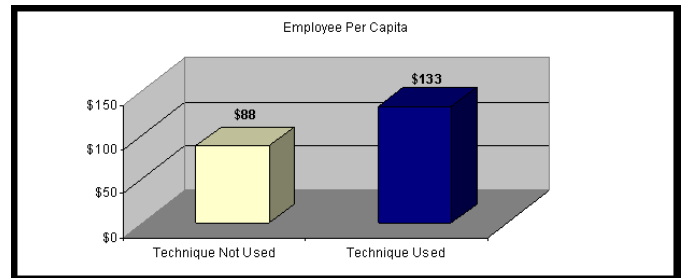
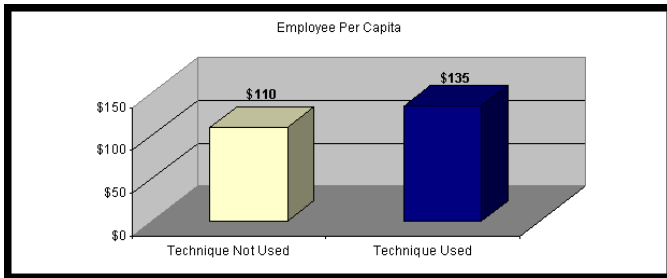


Technique 06 - Organize volunteer activities with recruitment and recognition efforts.



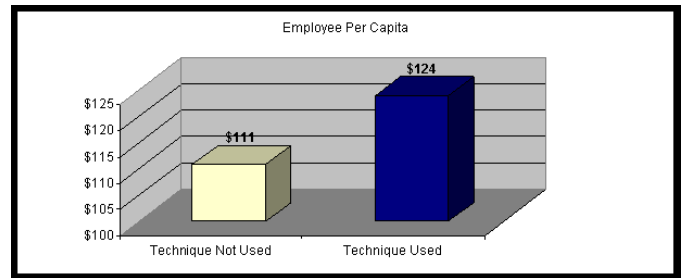
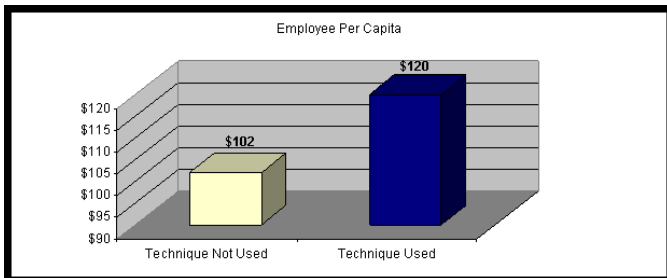
Technique 07 - Increase the number of campaign volunteers to a ratio of 1 campaigner for every 10-20 employees.

Technique 08 - Conduct separate briefings for top executives to encourage their support and visible leadership.



Technique 09 - Establish a company-wide leadership giving program.

Technique 10 - Structure corporate gift to match employee giving on some basis, i.e., dollar for dollar.



More Techniques = Greater Results

