

# 2018 COMPANY CAMPAIGN BEST PRACTICES



## PRESENTATIONS

A United Way representative or agency speaker shares impact stories and helpful info about community resources with employees.



## INCENTIVES

Even simple campaign perks can add interest and help motivate employee engagement. We can help you source incentives if needed.



## EVENTS

Special events help create enthusiasm and excitement for the campaign. We can help you promote your special event through the creation of resources or promotion.



## VOLUNTEER ENGAGEMENT

Through volunteer events and opportunities, employees are able to invest in their community in a hands-on and meaningful way. Recruit co-workers to help with our annual events like Dr. Seuss's Birthday, Days of Caring or the Balloon Festival.



## CORPORATE MATCHING

The company can show their dedication and encourage employee giving by matching a percentage or dollar amount of their employees' donations.

