



# 2022 COMPANY CAMPAIGN BEST PRACTICES

## LIVE UNITED

**C**ompany campaigns are our biggest collaboration for our annual campaign.

### 1 VIRTUAL ENGAGEMENT

A website platform catered to your company's specific needs for your United Way company campaign. All platforms of giving will be honored via the website.

### 2 INCENTIVES

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

### 3 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.

### 4 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 United Way of Defiance County Hot Air Balloon Festival.

### 5 CORPORATE MATCHING

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

**This year,**  
partner with UWDC to  
continue to make an  
impact in Defiance  
County.

United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must LIVE UNITED.

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United Way  
of Defiance County