



“Wait....What did I Sign Up For? ECC Pro-tips/Best Practices”

ECC Expert Secrets to Success

- Have a positive attitude & show up with a smile – lift them up, motivate them & get them excited about the campaign.
- Find a team member that has been personally impacted by one of the agencies - It really increases participation in giving from everyone when they see it help someone they know that is part of their work family
- Find out what the company is passionate about and find a speaker that fits that perfectly.
- Create a PowerPoint for presentations to ensure that you hit all the highlights – UWCV has great resources!
- Don't be afraid to ask for more – the only failure is not trying! EVERY DOLLAR COUNTS!!

Best Practices for a Successful Workplace Campaign

- Prepare
 - Get in touch with your UWCV representative & plan your campaign
 - Secure support from top-level management
 - Recruit your team – you don't have to do it alone
 - Set your campaign goal – make it challenging but achievable
- Inspire
 - Schedule impact tours & volunteer opportunities
 - Use UWCV branded materials to tell our story – posters, yard signs, website
 - Learn about the impact of UWCV – internal strategies & funded agencies
 - Find a giving group that you identify with: Women United/Leadership Circle/ELU
- Ask
 - Talk to your UWCV representative about the best strategy for your group
 - Make the ask during an organized kickoff meeting – make it FUN!!
 - Tell the United Way story – help them find their WHY
 - Explain how to give – clearly & concisely
 - Be direct – ask for them to join you in giving to United Way
- Thank
 - Thank everyone – executive leadership, campaign team, ALL donors regardless of gift amount
 - Help UWCV say thank you – donor detail is crucial to our thank you process
 - Let's Connect!
 - Be creative in your thank you!!

