



Best Practices & Recommendations

CEO Support

- Make a personal and corporate gift
- Challenge or match others gifts (employees, companies, divisions, etc.)
- Support your Campaign Manager's Efforts

Share the Story

- Share why you support the Campaign and United Way
- Share why you feel it is important for your company to support United Way
- Share United Way's Mission
- Invite United Way Representatives to your Campaign Meeting
- Have a willing employee who has benefited from a United Way program share their story

Offer Incentives

- If possible, create a budget to offer incentives
- Prime parking spaces, extra day off, free at three pass, and casual theme days are fun and valuable incentives

HAVE FUN!

- This year's theme is Rockin' the '80s
- Host a special event: Chili Cook Off, Guitar Hero Contest, and Flashback Fashion Week are easy and fun!