

# Best Practices

Running your United Way campaign can involve so much more than just handing out a pledge form and a brochure to your employees and/or co-workers. Campaigns that utilize the following best practices have consistently seen an increase in participation and donations...and often win United Way Community Choice Awards:

- Campaign goal of a double-digit increase
- CEO-endorsed separate Leadership Campaign
- Kick-off meetings with agency speakers
- Agency tours
- Incentives
- Champions Club (1% of annual gross pay)
- Year-round United Way communication to staff
- New Hires program
- Volunteering for your United Way
- Community Care Day participation

**For more information about  
United Way of the  
Greater Dayton Area visit  
[www.dayton-unityway.org](http://www.dayton-unityway.org).**



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