

# Knock your **GIVING CAMPAIGN** out of the park!

## Employee Campaign Manager Training: Increasing Employee Engagement

### *Best Practices*

Increasing employee engagement in your campaign not only impacts the total dollars raised but improves morale and creates opportunities for employees to connect. Here are some ideas to help increase employee engagement in your company's campaign this year:

#### **Kick-Off and Wrap Up**

- Set a kick-off date.
- Form a committee to discuss ideas that employees would enjoy and get excited about.
- Lay out activities and a calendar for the campaign.
- Ask leadership to communicate dates and encourage participation.
- Have a celebratory wrap-up event.

#### **Activities and Programing**

- Lunch and Learn: Host a nonprofit partner agency or UWGN staff to speak about the importance of our work and the impact of donations.
- Have contests or incentives to encourage participation at events.
- Friendly competition: trivia, bingo, talent show, penny wars, etc.
- Day of action: Host an on- or off-site volunteer opportunity for employees to get involved and rally together.
- Host a special event:
  - Favorite sports team T-shirt day
  - Silent auction
  - Pie-a-manager
  - Office Olympics
  - One-mile fun run or 5k
- Department competition: Which team can get the highest participation rate?
- Restaurant/gym partnerships

#### **Incentive Ideas**

- PTO day for participation or increase in giving
- Company happy hour or lunch if participation goal is achieved
- Reserved parking spot
- Casual day
- Company cookout
- Lunch or coffee with CEO

