

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

ECM Training: Engaging Leadership

Best Practices

Involving leadership in your campaign is a pivotal element of success. It sets a strong example of participation from the top down and speaks to the company values and culture. Here are some best practices to engage leadership in your company's campaign this year:

Planning

- Involve your CEO in initial planning to discuss budget, corporate gifts and leadership involvement throughout the campaign.
- Ask your CEO and key members of leadership to attend your kick-off or other events and activities and publicly endorse the campaign.
- Plan the campaign events with leadership in mind to ensure they can attend.
- Start planning early so you have flexibility with date options and schedules.
- Set up a call or meeting with UWGN leadership and company leadership. This can be a helpful opportunity to discuss how can we best partner, where you need support, opportunities for engagement, etc.

Communications

- Provide members of the executive committee/leadership with email templates and communications to disseminate to their respective teams and encourage participation.
- Ask the CEO or an executive sponsor of the campaign to send a company-wide email newsletter to kick off and close the campaign.

Other Ideas

- Involve leadership as part of the incentive structure for participation during the campaign. Examples: Auction off lunch or coffee with the CEO or award a pizza party with the team leader to the department with the highest participation rate.
- Measure participation during the campaign to encourage friendly competition among departments or lines of business to see who can get the highest participation rate.
- Put together a brief video from CEO or leadership as a campaign teaser.
- Following the campaign, set up a check presentation with leadership to show the impact of donations and to thank employees. This is a great opportunity to post on social media!

