



**Campaign Best Practices**  
*Utilized by Area Companies*

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# Best Practices

## Techniques Utilized by Area Companies



## Campaign Best Practices *Utilized by Area Companies*

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### City of Fort Atkinson

Fort Atkinson, WI 53538

# of Employees: 94

# of Donors: 20

Employee Participation: 21%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓		✓				✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓					

#### Success Factors:

- City Manager, City Clerk presence in campaign

#### City of Fort Atkinson's United Way Investment



Employee Pledges  
100%



## Campaign Best Practices

*Utilized by Area Companies*

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### Cygnus Business Media

Fort Atkinson, WI 53538

# of Employees: 200

# of Donors: 25

Employee Participation: 13%

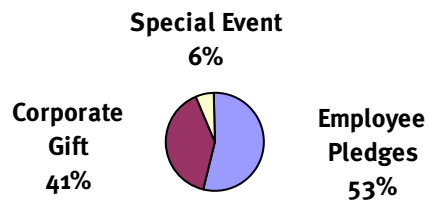
#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓						✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓				✓	

#### Success Factors:

- Corporate endorsement and support
- Special events included a book fair.

### Cygnus Business Media's United Way Investment





## Campaign Best Practices

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### Digi- Star

Fort Atkinson, WI 53538

# of Employees: 80

# of Donors: 12

Employee Participation: 15%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓		✓				✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓					

#### Success Factors:

- Corporate endorsement and support
- Participant in United Way Special events

#### Digi - Star's United Way Investment





## Campaign Best Practices

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### First Citizens State Bank

Whitewater, WI 53538

# of Employees: 45

# of Donors: 13

Employee Participation: 29%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓						✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓						

#### Success Factors:

- CEO support of Campaign

### First Citizens State Bank's United Way Investment



Employee Pledges  
100%



## Campaign Best Practices

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### Fort Atkinson School District

Fort Atkinson, WI 53538

# of Employees: 360

# of Donors: 91

Employee Participation: 25%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓		✓				✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓						

#### Success Factors:

- District Administrator presence in campaign
- District endorsement and support

### Fort Atkinson School District's United Way Investment



Employee Pledges  
100%



## Campaign Best Practices

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### Fort Community Credit Union

Fort Atkinson, WI 53538

# of Employees: 62

# of Donors: 62

Employee Participation: 100%

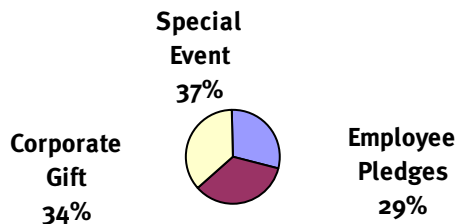
#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓						✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓					✓	

#### Success Factors:

- CEO presence in campaign
- Corporate endorsement and support
- Special events included dress down days, turkey dinner raffle, and Halloween costume contest.

#### Fort Community Credit Union's United Way Investment





## Campaign Best Practices

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### Fort HealthCare

Fort Atkinson, WI 53538

# of Employees: 804

# of Donors: 400

Employee Participation: 50%

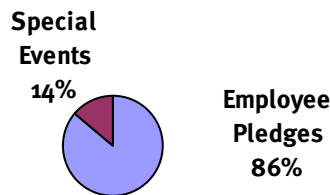
#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓		✓		✓	✓	✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓		✓		✓	✓

#### Success Factors:

- CEO presence in campaign
- Recruits workplace campaign co-coordinators
- Recognition of donors by campaign coordinators
- Department level “ambassadors”
- Special events included silent auction, ice cream social, bake sales, and kick-off breakfast for department ambassadors. Some incentive items included day(s) off with pay and company logo-wear.

### Fort HealthCare's United Way Investment





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### Generac Power Systems

Whitewater, WI 53190

# of Employees: 700

# of Donors: 224

Employee Participation: 32%

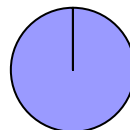
#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
				✓		✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓					

#### Success Factors:

- Active workplace campaign coordinators
- Campaign organization and structure
- Employee meeting

### Generac Power Systems United Way Investment



**Employee Pledges**  
100%



## Campaign Best Practices

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### HUSCO International

Whitewater, WI 53190

# of Employees: 174

# of Donors: 70

Employee Participation: 41%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓	✓					✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓					✓

#### Success Factors:

- Matching program
- Active workplace campaign coordinator
- CEO support

### Husco International's United Way Investment

Match Pledge  
50%



Employee Pledges  
50%



## Campaign Best Practices

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### Johnson Bank

Fort Atkinson, WI 53538

# of Employees: 15

# of Donors: 12

Employee Participation: 80%

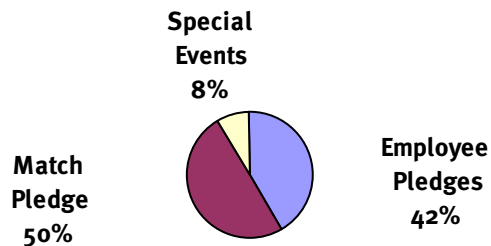
#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓	✓	✓				✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓		✓		✓	✓

#### Success Factors:

- Corporate endorsement and support
- Active workplace campaign coordinator
- Matching program
- Special events such as a bake sale, logo-wear day, and raffle for a basket.

#### Johnson Bank's United Way Investment





## Campaign Best Practices

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### Jones Dairy Farm

Fort Atkinson, WI 53538

# of Employees: 330

# of Donors: 15

Employee Participation: 5%

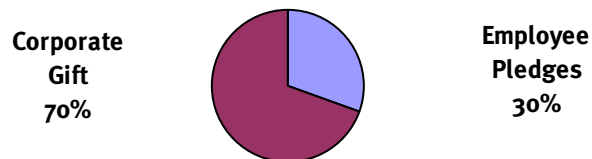
#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓						✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓					

#### Success Factors:

- Corporate endorsement and support
- Active workplace campaign coordinator(s)
- CEO support

### Jones Dairy Farm's United Way Investment





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### Metal Container Corporation

Fort Atkinson, WI 53538

# of Employees: 150

# of Donors: 35

Employee Participation: 23%

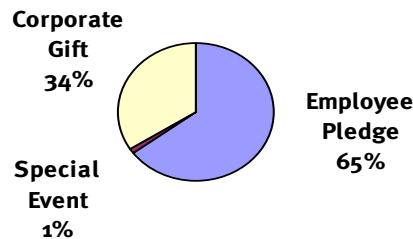
#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
						✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓						

#### Success Factors:

- Active workplace campaign coordinator(s)
- Special Event
- Plant Manager support of campaign
- Corporate support of United Way

#### Metal Container Corporation's United Way Investment





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### Nasco International, Inc.

Fort Atkinson, WI 53538

# of Employees: 502

# of Donors: 144

Employee Participation: 29%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓		✓			✓	✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓					

#### Success Factors:

- Corporate endorsement and support
- Active workplace campaign coordinator(s)
- CEO support

#### Nasco International's United Way Investment





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### Opportunities, INC

Fort Atkinson, WI 53538

# of Employees: 300

# of Donors: 57

Employee Participation: 19%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓		✓			✓	✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓					✓	

#### Success Factors:

- Corporate endorsement and support
- Active workplace campaign coordinators
- Special events bake sale, pizza sale, and pie sale

### Opportunities, Inc. United Way Investment





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### PremierBank

Fort Atkinson, WI 53538

# of Employees: 83

# of Donors: 39

Employee Participation: 47%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓						✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓						

#### Success Factors:

- Corporate endorsement and support
- Active workplace campaign coordinators
- CEO support

#### PremierBank's United Way Investment





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### Spacesaver

Fort Atkinson, WI 53538

# of Employees: 386

# of Donors: 234

Employee Participation: 61%

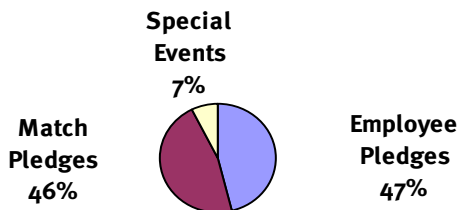
#### Utilization of Campaign Best Practice

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓	✓	✓		✓		✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓		✓		✓	

#### Success Factors:

- Corporate endorsement and support
- Active workplace campaign coordinators
- Matching program
- Special events such as a chili lunch, employee meetings, raffles, and a field goal contest

#### Spacesaver's United Way Investment





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### UW Whitewater

Whitewater, WI 53538

# of Employees: 1200

# of Donors: 88

Employee Participation: 7%

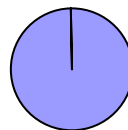
#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓		✓				✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓			✓			

#### Success Factors:

- University endorsement and support
- Active workplace campaign coordinators

#### UW Whitewater's United Way Investment



Employee Pledges  
100%



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### WD Hoard & Sons Corporation

Fort Atkinson, WI 53538

# of Employees: 152

# of Donors: 23

Employee Participation: 15%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓						✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓						

#### Success Factors:

- Corporate endorsement and support
- Active workplace campaign coordinators
- CEO support

### WD Hoard & Sons Corporation's United Way Investment





## Campaign Best Practices

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### Whitewater Unified School District

Whitewater, WI 53538

# of Employees: 200

# of Donors: 35

Employee Participation: 18%

#### Utilization of Campaign Best Practices

Top Level Support	Matching Program	Campaign Team	Leadership Program	Speakers	Video	Brochure/Literature
✓		✓				✓
Payroll Deduction	Personalized Pledge Cards	Labor Support	Publicize Campaign	Retiree Program	Special Events	Incentives
✓	✓					

#### Success Factors:

- District endorsement and support
- Active workplace campaign coordinators

### Whitewater Unified School District's United Way Investment



**Employee Pledges**  
**100%**