

A Year in Review— A Snapshot of Best Practices and Opportunities

WORKPLACE CAMPAIGN EXECUTION

Campaign Type:

- Electronic Print Mixed
- Campaign Chair and/or Cabinet Established (Leadership Development)
- Goals Established Prior to Campaign
- Attended Campaign Coordinator Training
- Attended Campaign Kickoff Event

Campaign Engagement:

- Executive Involvement
- Kickoff Event(s) Held
- Video Shown
- Distribute Campaign Collateral
- Impact Speaker
- Special Events Held
- Other _____

DONOR APPRECIATION AND RECOGNITION

- United Way Suncoast enabled to thank donors
- Donors invited to United Way Leadership and/or Affinity Groups
- Donors received updates on their investment through: *(A=All donors, L=Leadership level)*
 - Mail
 - Company Newsletter
 - In-office mail
 - Email
 - Company Intranet
 - Telephone
- Employer Thank You/Recognition Email/Mail
- Employer Sponsored Thank You/Recognition Event

EMPLOYEE DEVELOPMENT PROGRAMS/YEAR ROUND ENGAGEMENT

Participating in:

- Volunteer Board or Committee Membership
- Loaned Executive Program
- Women's Leadership Council
- Young Leaders' Society
- Leadership Affinity Group
- Alexis de Tocqueville
- Day of Caring Volunteer Activity (October)
- Internal Volunteer program
 - Employee volunteer hours tracked internally
- Other Organized Team Building/Volunteer Activity

Co-Branding Opportunities

Explored potential philanthropic alignment between organizations

- Community Impact Work Sponsorship (Location-specific)**
Explored neighborhood-based work and alignment with organizational objectives
- Community Impact Work (Content specific)**
Explored Interests in education and adult financial stability to determine cause specific alignment with organizational objectives
- HandsOn Suncoast Sponsorship**
- Community Advocate Sponsorship**
High visibility organizational partnership
- Art of Giving**
Signature United Way Social Event
- Other _____

Explored potential in-kind partnership opportunities between organizations

- Executive leadership on United Way Suncoast Board or Committee**
Provided strategic guidance through volunteer leadership participation
- Talent and expertise**
Provided expertise through mentoring and volunteering or donation of in-kind services to support organizational and community work
- Products, Materials and Equipment**
Provided new or gently used product, materials and/or equipment to support organizational and community work
- Public Relations/Events**
Partnered to gain media support for issue awareness and corporate social responsibility
- Other _____

