1. **Time it right.** Choose a campaign kick-off time when you know your fellow employees and leadership team will be most engaged. Keep holidays and your organization’s busy periods in mind.

2. **Get high-level buy-in.** Leadership donors can drive a campaign’s success by creating momentum. When the CEO and senior managers are the first to give, others will follow their example. Suggest that a special leadership giving chairperson be assigned to target those able to give at a higher level.

3. **Create a Corporate Match.** Connect corporate giving to employee giving by creating a corporate challenge match for employee donations.

4. **Be visible.** Get on the agenda for scheduled organization-wide events, department meetings or other company gatherings.

5. **Kick off strong and create incentives.** A fun, inclusive launch event sets the tone for the campaign. This is a great time to announce incentives, contests or drawings. For example, at one company letting donors who contributed $1,000 or more win a day off increased leadership giving by up to 61%!

6. **Make it personal.** A personalized ask is best, particularly from a friend or colleague. Utilize personal connections in emails and communications.

7. **Promote. Publicize. Plan.** Raise awareness of UWNYC’s work. Send email updates. Be a presence on your company’s intranet. Form a committee. You can count on UWNYC for support and advice on your publicity and marketing efforts.

8. **Thank and celebrate.** Acknowledge those who help. Involve and recruit others who share your commitment. Thank them repeatedly. These actions are a big part of making your campaign a success and setting the stage for the following year.

9. **Let the spirit live on!** Let your colleagues know about ongoing, opportunities to volunteer in the community and advocate for New Yorkers through UWNYC.

10. **Communicate, communicate, communicate!** The key to successful year-long engagement—and at the heart of every effective campaign—is communication. Keep your co-workers informed about ongoing opportunities to engage with UWNYC’s affinity groups and events, and encourage them to connect with us on our social media channels.