

Guide for Campaign Coordinators



Thank you for your commitment to run a United Way Campaign in your office. Here is some great and useful information to help you run your workplace campaign. You can find other resource materials on United Way's website, as well. Just log on to www.uwseneca.org and click on 'campaign toolkit.'

Running a Workplace Campaign

As campaign coordinator; you lead by example...but you'll find your success can grow by leaps and bounds when your foundation comes from good planning, excellent execution, employee education and visible support of your campaign comes from the 'top levels' of management. Here are some suggested steps to guide you...

1. Analyze and Plan

- » Meet with your United Way representative to analyze last year's campaign results
- » Analyze the potential for employees from all levels, and develop strategies for improvement
- » Meet with your CEO to:
 - Send out an endorsement letter
 - Set a challenging campaign goal
 - Host a separate Management/Leadership Campaign
- » Give your campaign a powerful launch by letting your CEO make the first gift at a leadership level
- » Establish a campaign timetable
- » Recruit fellow staffers to lead as 'volunteer fundraisers'
- » Schedule volunteer fundraiser training
- » Become familiar with the United Way Q & A
- » Host a kickoff rally...use posters, send email notes to co-workers for weekly campaign updates, consider featuring employee testimonials when possible, and advertise your campaign internally
- » Organize a Retiree Giving Campaign

2. Implement

- » Use testimonials, incentives, and special events
- » Personalize all pledge forms
- » Use United Way's Excel spreadsheet database template to help track your campaign (file on CD)
- » Use one-to-one or group solicitation
- » Encourage use of payroll deduction

3. Wrap Up

- » Follow up on pledge forms
- » Check donor choice forms
- » Include a list of leadership givers
- » Report results to United Way
- » Recognize and thank all volunteers and contributors

Putting the FUN in Fundraising

Great Ideas for Special Events, Incentives and Promotions

Use as fun events to raise money, promote team building and get more employees involved in the United Way campaign process

Prizes, Drawings & Cash

- » 50/50 Drawing
- » Spare Change Jugs
- » Daily Prize Drawings
- » Drawings for: Mall gift certificate, day at country Club, golf passes, suite seats at games, tickets for Sporting events, concerts, parking spots, plane tickets, night at hotel-use business contacts to donate items (contacts at local hotels to donate one night), use own resources for items (i.e. clothing)
- » Lottery
- » Draw a Day Off
- » Collect Cans and Bottles
- » T-Shirt and Poster Sale

Miscellaneous Incentives

- » Dress Down
- » Dress Up
- » Challenge between departments based on % participation, % increase in average gift or first department completed
- » Walk/run fundraisers- Participants get sponsor to pledge total amount or \$ amount per mile

Food Fun

- » Breakfast Pizza
- » Specialized food sales- candy bars, pies, International food
- » Daily donations for donuts, coffee, bring in Baked goods, etc.
- » Lunch for \$3-\$4, buy/donate food
- » Breakfast
- » Cookout (hot dogs, chicken...)
- » Baked Goods Contest/Sale

More Fun Ideas

- » Executives serving dinner to employees who won a drawing
- » Executives prepare a feast for employees during a campaign event
- » Employee roller skating races in parking lot
- » Monte Carlo night
- » Wine raffle
- » Sale of donate products
- » Fashion show
- » Donate trips
- » Use of president's parking space for designated time
- » Theatre tickets or tickets to sporting events
- » Dinner for two with the boss
- » Chauffeured limousine ride to and from work for a day or week
- » Dinner or brunch at a popular restaurant
- » Flower sale
- » Employee horse race

Games

- » Pie in Face
- » Miniature Indoor Golf
- » Lunchtime Bingo
- » Sporting Competitions vs. Departments or other Organizations
- » Candy Jar Raffle- Guess the number
- » Bowl-a-thon
- » Golfing Challenge
- » Outdoor Carnival and Dunking Booth
- » E-mail Bingo (buy cards and play different variations)
- » Baby Photos- Match the baby photo with the Manager (or employee)

Sales Events

- » Silent Auction
- » Company Store- Sell company items (mugs, Sweatshirts, etc.)
- » On-line Auction
- » Recipe Book- Employee favorites printed and sold for \$5
- » Garage Sale
- » Car Wash
- » Book Sale
- » Live Auction

Incentives/Competition:

Offer incentives or prizes to contributors or sponsor contests that revolve around your campaign effort. These are examples of ideas that have been used successfully by other organizations.

Incentives

It's always a good idea to target which individuals you want to reach:

Whom do you want to reach?

- Non-contributors
- All contributors
- Contributors giving at different levels
- Contributors who increase their gifts
- Employees who return pledge cards by a certain date

How do you reach them?

During your campaign you can give employees extra incentives based upon their status, i.e.:

- For a returned card- 1 drawing ticket
- For a new contributor- 1 drawing ticket
- For an increased gift- 1 drawing ticket
- Individual incentives- departments, divisions or "teams" of employees compete for top results and a group prize

Incentive Ideas

- "The Gift of Time" – ½ day or day off with pay (many variations)
- Raffle off the boss- Employees increasing their pledge or a new pledge receive a chance to win the boss and have him/her perform their job for one hour
- Senior executive wears the same tie for one week. As company approaches its goal, the tie gets shorter each day to make campaign progress
- Challenge between departments based on % participation or % increase in giving or average gift
- Gift for department coordinator who delivers best results

You can also offer token gifts

For a complete collection of incentive items, ask your United Way representative to give you a copy of the United Way of America Catalog.

Success Tip:

Using your company logo along with the United Way logo on selected items helps create the team spirit for your company, as well as the campaign. (Note: Please consult your company's Communication Department and your United Way staff representative for graphic standards of your company's and United Way's logo).

Elevator Speech

More and more community members are learning what the United Way of Seneca County is all about **creating lasting change in our community**. We all know that it takes everyone in our community **working together to create a brighter future for all**, and this campaign year we have done just that! With your contributions, your United Way is able to continue focusing on creating change in the areas of:

- income,
- education and
- health.

On behalf of the agencies and hard working people that we serve, we'd like to say **THANK YOU** for helping us to create better opportunities for all.

We're dedicated to:

- preventing problems from happening in the first place, and also
- maintaining a strong focus on long-term goals for community change.

We do this by partnering with:

- businesses,
- faith partners,
- schools,
- other non-profit agencies,
- county offices,
- elected officials,
- volunteers, and
- so many others.

Right now, we're putting a lot of energy into the **income action area**:

- There's an army of volunteers and community partners who are helping people get the **Earned Income Tax Credit**.
- We're also working together on **more availability of safe, affordable housing**.
- In the **education and health areas**, we're **connecting parents and seniors with basic things**...like childcare and prescription assistance. Many of them have never needed help before so they're calling **2-1-1**.

There are a lot of people out there who want to change things for the better, and we're inviting them to join us.

- You can give,
- you can advocate, and
- you can volunteer and

in doing so, help to make things better for all of us. That's what **LIVE UNITED** is all about.