

Campaign Tips

A campaign that is fresh and fun makes your job more enjoyable, and creates more awareness among your co-workers.

Incentives

Offering incentives is one of the best way to encourage giving and adds fun to your campaign. Prizes do not have to be expensive to be a hit!

Some suggestions:

- President/CEO donates his/her parking space
 - President/CEO takes winner to lunch
 - A day off with pay
 - Reserved parking spot
 - Weekend for two at local hotel or bed and breakfast
 - Weekend use of company/CEO's cabin
 - Gift certificates for dinner, shopping, golf, or gasoline
 - Dress down day or casual day for all contributors
- President/CEO makes breakfast
 - President/CEO washes employee cars
 - President/CEO
 - Auction Employee talents/services
 - Concert or Sporting Event Tickets
 - Movie tickets

Tours & "Reverse" Tours

When employees see for themselves how United Way supported agencies improve lives in our community, they are inspired to give. If only a few employees can tour an agency, allow them to share what they have seen and learned with others. If your staff cannot leave the workplace for a tour, have an agency speaker come to you!

Rewards Encourage Competition

Provide incentives to departments that have the highest per capita giving average. Have a pizza party lunch for everyone who gives at a predetermined level. Be sure to thank employees sincerely. Small tokens of thanks are appreciated.

Pick a Theme

Choose a campaign theme and decorate accordingly. Have staff dress up in appropriate attire. United Way has several Theme Kits for use by campaign coordinators. Just ask for a loan!



Be Prepared!

United Way means a lot of things to a lot of people. Emergency shelter, affordable housing, domestic violence prevention, senior services—these are just some of the many critical issues United Way of Lapeer County partners help address each day. As your company's United Way representative, your co-workers will turn to you for information about United Way. If you need additional assistance, United Way staff are ready to help.

Words from the Heart

Encourage employees to share how they or their families have been helped by a United Way supported agency. When employees learn how one of their co-workers has been helped, it puts a human face on the campaign.

Encourage group meetings that include an agency speaker or someone who has been helped. Real stories about real people inspire people to invest in their community.

Toot Your Own Horn!

Let your employees know how well they did in last year's campaign and keep them informed about this year's campaign. Use your company newsletter, intranet, or bulletin boards to keep them up-to-date with the campaign.

If your company has a Loaned Executive (professionals on loan to United Way during campaign time), interview him/her about what he/she does and what he/she is learning about our community.

Let employees know where their money is going and who it helps through year-round payroll stuffers, e-mail, and newsletter stories.



Say “Thanks!”

One of the most important things you can do is thank your co-workers for their donation. Thank employees for their participation in the campaign in as many ways as you can. Here are some ideas:

- thank you letters
- payroll stuffers
- voice mail/e-mail messages
- bulletin board notice
- newsletter
- banners
- group “pep rally” to celebrate your employees and your company and distribute incentive awards to employees

Other ways to say thanks:

- post an Honor Roll of campaign volunteers and contributors
- offer a free thank-you buffet and/or reception for Leadership Giving
- order individual gifts from the United Way of America Sales Service catalog
- serve refreshments at a “Victory Celebration” to celebrate your organization’s campaign success

Ask your United Way representative about special Thank You gifts.

National research shows that when people are thanked they are 14% more favorable toward giving to United Way.