

LEADING THE WAY



United Way of Sandusky County

WORKPLACE CAMPAIGN IDEAS

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WORKPLACE CAMPAIGN 101

New to United Way campaigns? This page is for you. For over 93 years, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns.

Because United Way works.

United Way fights for the health, education, and financial stability of every person in Sandusky County.

Because giving to United Way is easy.

Most people give via payroll deduction, pledging to have a certain amount taken out of each paycheck. United Way's materials are easy to distribute and collect.

Because there's something for everyone.

Donors can choose to designate their gift to United Way programs of their choice in Sandusky County or to United Ways in their home communities. Since many local residents are impacted by United Way programming, almost everyone will know someone who's benefited (maybe even themselves).

When you invest in the community through United Way:

YOU CARE about removing barriers for those in need in our community facing issues in health, education and financial stability.

YOU TRUST the money you contribute to United Way will be allocated to programs that are held to the highest standards. Our partners provide continual reporting that assure the dollars raised are doing the most good for our local community members in need.

YOU UNDERSTAND that almost all the money raised by United Way of Sandusky County stays right here in our area, helping to make our community an even better place to live for everyone.

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INCENTIVES

When to use incentives

- Encourage first-time donors to make a gift
- Promote attendance at meetings or campaign events
- Persuade colleagues to turn in their pledge form by a certain date
- Encourage a pledge increase or leadership gift

Incentives if you DO have a budget

- Candy
- Free Food
- Vacation Time
- Department Lunches
- Movie Passes
- Gift Certificates
- Gas Cards
- Tickets to local events

Incentives if you DON'T have a budget

- Casual Day
- Free Food
- Pass for a Long Lunch
- Prime Parking Spot
- Pass for sleep in late
- Company Apparel
- Potluck



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TOP 10 CAMPAIGN TIPS

- 1. Time it right.** Choose a campaign kick-off time when you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal 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 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. Engage Employees in a Fundraising Activity.** Employees can raise money sponsoring activities like golf outings, root beer float sales, and raffles.
- 6. Kick-off strong and create incentives.** A fun, involving launch event sets the tone for the campaign. This is a great time to announce incentives, contests, or drawings. At one company, letting donors who contributed \$1,000 or more win a day off increased leadership giving by up to 61%!
- 7. Make it personal.** A personalized ask is best, particularly from a friend or a colleague. Utilize personal connections and knowledge in emails and communications.
- 8. Promote, publicize, plan.** Raise awareness of United Way's work. Send email updates. Be a presence on your company's intranet. Form a committee. You can count on United Way for support and advice on your publicity and marketing efforts.
- 9. Thank and celebrate.** Acknowledge those who help. Involve and recruit others who share your commitment. Thank them again and again. These actions are a big part of making your current campaign a success – and setting the stage for next year's.
- 10. Let the spirit live on!** Opportunities to **LIVE UNITED** don't end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way.

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CAMPAIGN CHECKLIST

Prior to the Campaign

- Meet with United Way representative to review last year's campaign
- Set up meeting with your company/organization leadership to enlist support
- Develop strategies, a timeline, and goals for this year's campaign
- Reserve room(s) for group meetings and/or special events
- Contact United Way to arrange for a speaker at group meetings
- Ask a member of senior management to serve as a Leadership Giving Chair
- Distribute emails and/or post information on company intranet leading up to the campaign to educate, build enthusiasm, and inform people of key dates
- Send out endorsement letter from company leadership

During the Campaign

- Distribute personalized pledge forms
- Run a separate leadership giving solicitation for those who have the potential to give \$500 or more annually
- Promote the campaign in company newsletters, intranet, and via email
- Hang posters and update thermometers regularly
- Make your own contribution to the campaign
- Follow up with anyone who has not yet turned in their pledge form

After the Campaign

- Complete contribution report envelope summarizing your results and return to United Way
- Hold event to wrap-up the campaign, announce results, and recognize those who volunteered and contributed
- Send out thank you notes and/or letter signed by leadership
- Promote the results of your campaign in company newsletters, intranet, and via email. People like to find out how they did!
- Evaluate your results with recommendations for next year
- Post information about United Way & 'How I LIVE UNITED' stories year-round

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Winning Ideas for Successful Campaigns

Engage

Make giving personal and meaningful

- **Be the first to pledge.** Then, thank those that follow your example.
- **Make it Relevant.** Ask people about how much they spend on coffee or other small items per week. Would they be willing to donate that money to the campaign?
- **Invite questions.** Be prepared for concerns by being knowledgeable about United Way's work.



Motivate

Create specific events that inspires action

- **Make challenges achievable.** Asking people to give \$2 per week sounds easier than \$100 per year.
- **Hold an auction.** Whether it's online, silent, or traditional, ask employees, customers, and vendors to donate items and incite everyone to bid.
- **Create a competition.** Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers
- **Have a casual day.** Let everyone who supports United Way wear casual clothes for one day during the campaign.

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Ask

"Not being asked" is one of the top reasons for not giving. Personal contact and a positive attitude are critical to your campaign team's success.

- **Ask co-workers you know first.** Then, enlist them to spread the news.
- **Start off with people who already give.** Their participation will build momentum.
- **Encourage payroll deduction.** It's easier to give smaller amounts consistently.

Thank

Recognize everyone's contributions to the campaign, not just their donations.

- **You can't thank them enough.** Say "thank you" when you pick up pledge cards and send out thank you emails.

- **Send a CEO communication.** Draft a thank you message for your CEO to send to all employees who participate in your campaign. Whether it's an email, intranet announcement, or keepsake letter, the CEO's support can be key to success.
- **Hold a thank you event.** It can be part of another company gathering or an event all its own. Either is a great opportunity to publicly honor participants, highlight results and showcase year-round engagement opportunities.
- **Give certificates of appreciation.** United Way can provide you with certificates that employees can proudly display in their workspace.

