

LIVE UNITED™

2009 Campaign Guide



United Way
of Southwest Michigan

“How to Conduct a Successful Workplace Campaign in 8 Easy Steps”

Quick Contact:
Retta Curneal, Campaign Manager
269-925-7772, ext. 18
retta.curneal@uwsn.org

2009 Campaign Guide

1. Become an informed volunteer

Thank you so much for volunteering your time to be a United Way Campaign Coordinator at your workplace! You believe enough in our organization to give of your time and talent. Together, we'll further our mission of bringing neighbors and resources together to improve lives. It's your enthusiasm and energy that will make the 2009 campaign a success.

Just how important is the role you are undertaking? Consider that the project you are about to begin impacts thousands of people who need the programs and services supported by United Way. We need to raise money this year in order to continue our work in the areas of Education—Income—Health and Basic Needs...

The more you know about what you're raising money for, the more impassioned you will become and the more persuasive you will be with your co-workers.

2. Get help

Don't fly solo

Don't feel like you have to "go it alone". Find a friend at work who is willing and able to help you co-chair your campaign efforts. If your workplace has multiple departments or locations spread around town (like a school district), consider recruiting someone from each area to serve on a committee.

Participation of senior management is essential for a successful campaign. We already have their support, or we wouldn't be conducting a campaign. Ask them to officially endorse your campaign by leading the meetings. Senior management **MUST** champion the campaign in order for it to be truly successful. Ask them to approve incentives to be used for the campaign.

Need help?

We're here for you!

Call Retta at 925-7772 – she's ready with helpful hints to make your campaign fun!

3. It's all material

Essential supplies you need

- **BROCHURES.** It's important to make sure that everyone in the workplace is given a brochure so they can make an educated decision about giving.
- **POSTERS.** Hang them in high-traffic areas where staff, customers, and vendors can see them. Have them at your special events and presentations.

- **PAPER PLEDGE FORMS.** If you are continuing to use paper pledge forms, they will be provided to you. (E-pledge is highly recommended and will be explained later.)
- **REPORTING ENVELOPE.** Use this envelope to return all completed pledge forms, checks and monetary donations. The ECC is responsible for completing the form on the front of the envelope, which shows results of your campaign and helps UWSM “audit” your campaign.

Did you know?

The number one reason why people do not give to United Way is because they were not asked.

Campaign Hint:

Remind people to keep the pink copy of the pledge form for their tax file.

4. How are you going to “Make the Ask?”

“Ask and you shall receive.”

Think about it for a minute. When you conduct the United Way campaign, are you REALLY asking each person to give?

How do you plan to ask each individual to give to United Way? How effective is your “point –of-contact,” moment going to be? How seriously will each associate consider making a gift when they first see their pledge opportunity?

The most effective “asks” include an educational piece along with human element-the personal touch of a story, a presentation, an e-mail, or a letter from you or upper management, explaining why their give is necessary.

Young Hannah, a cancer survivor was a speaker during the 2008 campaign and told of her experience with the Berrien County Cancer Service at many area companies.

Whirlpool hosts information days at all of their facilities, allowing their employees to learn more about United Way programs and services.

How to increase average gifts:

- Encourage giving via payroll deductions.
- Encourage donors to increase their gift by a predetermined percentage or dollar amount over last years pledge.

Structure incentives so that they are based on giving levels. Incentives can be simple, for: first time donors, increase the gift and for submitting their pledges on time.

5. Best Practices

How to increase participation:

- The #1 way to raise awareness, educate, inform and inspire your associates is to have a 10-15 minute presentation by a United Way representative and agency speaker. We encourage these presentations, and you may call Retta Curneal at 925-7772 to schedule yours! While these presentations often occur during already scheduled staff meetings, we are available any shift of any day and are happy to do multiple presentations at your workplace.
- The second most effective way to raise awareness, inform and inspire your associates is to have a co-worker who has personally been affected by a United Way program – either as a service recipient or volunteer – who is willing to share his/her experience.
- In addition to presentations and personal stories, conduct an e-mail blitz throughout your campaign highlighting the impact their gifts to United Way make. Post United Way announcements and stories on bulletin boards, in employee publications or payroll envelopes, on your intranet and in the staff lounge.
- Schedule a United Way agency fair (booth displays) in high-traffic areas. This allows associates to see the programs their contributions support and pick up additional information for themselves, family or friends.
- Have special events or “fun”-raisers to supplement your payroll deduction pledges, raise awareness, and build camaraderie! Some companies have started having United Way “fun”-raisers once per month. TAKE PICTURES!!!
- Provide incentives. Even for adults, prizes are lots of fun and motivational!
- FOOD ALWAYS DRAWS A CROWD! Provide refreshments at your United Way meeting. Coffee, doughnuts, or fruit for morning events; pizza at lunch; cookies, brownies, apple cider or ice cream at afternoon and evening meetings.
- Ask your CEO to attend your company meeting(s) and say a few words to show his/her endorsement of the campaign.
- Establish friendly inter-department competitions, such as a office pizza party for the department that raises the most or shows the highest increase in participation.
- Have sloppy joes or salad bar luncheons with all proceeds going to United Way.
- Incorporate United Way pledge opportunities and brochures into your “New Hire” orientation packet and allow new hires to have pledge options when they begin work.
- Convey the United Way campaign information to your retirees in order that they can continue their pledge opportunity with United Way.

E-mail can be a very effective tool to use if a large number of people at your workplace have access and use it regularly. United Way can help you customize the messages based on your workplace and e-mail program, and add pictures and graphics to make them stand out. If e-mail isn't an option at your workplace, use payroll stuffers instead.

Contact the Unites Way office at 925-7772 for help in developing a customized communications plan for your workplace! Watch your giving increase.

“FUN” –raisers in the workplace

- AUCTION. Encourage employees to donate unique items of interest for a silent auction (Perhaps vendors will donate as well?)
- BABY PICTURE CONTEST. See who can match the most staff members with their baby pictures.
- BOOK/DVD SALES. Have co-workers donate used books, CD's or DVD's and sell them to raise money for United Way.
- BOWLING FOR DOLLARS. Recruit some teams and have a bowling night. Raise money via entry fees or per pin donations.
- CASUAL DRESS DAYS. Allow employees the chance to dress down for a fee. If your company already has a jeans day, hold a Favorite Sports team day, outrageous socks, stupid hat day, etc.
- CHAIR MASSAAGE. Bring in a massage therapist for a day and allow all those who submit a proof of their pledge to sit down to a relaxing chair massage.
- CHILI COOKOFF CONTEST. Employees cook their favorite recipe and enter it into the contest. Participants pay to sample the entries. (This can also be done with cookies and desserts.)
- COOKBOOK. Collect recipes and helpful household hints from employees and publish them with pictures of staff members' children. Sell them to benefit United Way.
- ARTS & CRAFTS SALE. This allows employees to share their hobbies and creative talents.
- DIET FOR UNITED WAY. Hold a contest to see who can lose the most weight over a month-long period. Each person pays a set amount for each pound lost (or gained!)

Wii (VIDEO) GAME TOURNAMENT. Borrow someones Wii console and games, set up a TV in your lunchroom and play games for United Way! Employees pay-to-play with prizes going to the top scorer in each game.

“Fun”-raising Tip: Make a completed proof of pledge required for “admission” to your special event.

*****Don't let this happen to you!** Sometimes organizers get so caught up in planning the “fun” –raisers that they forget about the most important aspect of the event – completed pledges and the encouragement of giving via payroll deductions! Remember – “fun” –raisers should supplement the best practices that increase overall participation and average gifts!!

- GAMES OF CHANCE. Put your money on a number and spin the wheel for prizes. Or...have a jar of candy, coins, marbles, or something made by your company and have folks pay to guess the number in the jar.
- GARAGE SALE. Have employees clean out their closets and set up a company-wide garage sale to benefit United Way.
- INTRAOFFICE NIMI-GOLF. Set up a mini-golf course at work. Enter teams and have mini-golf outing. Use slinkies, ramps, “water hazards” and “sand traps”.
- PET PHOTO CONTEST. Plan a Halloween theme and hold a pumpkin carving contest. Have different categories so you have more than one winner.
- RAFFLES. Have someone donate great prizes (football tickets, weekend getaway, etc.) or raffle off a day off. To enter the raffle, you must turn a proof of pledge with a minimum pledge. (Check with State of Michigan to see if a license is needed!)
- SCRABBLE TOURNAMENT. Have a Scrabble tournament – and make a contribution to United Way totaling the number of points you score.
- TAILGATE PARTY. Hold a Friday tailgate party for lunch (or after work). Have hot dogs, chips, football music etc.
- VENDING MACHINES. Raise the cost of vending machines during the campaign and give the extra funds to United Way. Or collect pop cans for their deposit values and donate to United Way.

Easy incentives & prizes

Sometimes, the best incentives or prizes don't cost much. Here are some low-or no-cost raffle items you can use.

- Casual dress days
- “Sleep-in” or “Long-lunch” passes
- Shares of company stock
- Babysitting and restaurant gift certificates
- Lottery tickets
- Extra Paid Vacation day
- Company promo items & gear
- Special parking spot
- Sports/Show/Movie tickets

Mini-golf was a hit at the Whirlpool Ad Center during the 2008 campaign!

Chemical Bank celebrated Fall and had fun with their campaign!

6. Setting and achieving goals

“Be prepared.”

That’s the motto of the Boy Scouts. Develop a plan of action that ensures all associates are educated about what United Way does and are asked to give. The plan should include obtainable goals for your workplace to achieve and to measure the success of your efforts.

1. *Set a participation goal.*

Consider setting your goal as an increase in either participation or dollars raised. Set dollar amount goal by reviewing last year’s average gift and set a realistic monetary goal. Increasing the amount of participation will help you reach your monetary goal. Communicate your goal and the progress you make toward it.

2. *Set a goal of 100% ASK.*

Make sure that everyone receives a pledge opportunity. The most effective way is through distribution of pledge information and brochures during your United Way at staff meetings.

3. *Set a goal of 100% paper pledge form collection.*

This ensures that everyone has at least CONSIDERED a gift to United Way and has made a decision. It does not mean that they should be forced to give. Set a deadline for pledges to be completed and ensure that all paper pledge forms, (if using) even if not filled out are collected. For best results, encourage employees to turn in pledges immediately after the United Way presentation or within 24 hours. Offer incentives to encourage prompt pledging.

4. *Establish your campaign dates and develop a realistic plan to achieve your goals.*

While the period of direct solicitation within your workplace should last no more than two weeks, the campaign doesn’t just “happen”. Lay out your campaign in advance, decide which best practices and “fun” –raisers you will do and prepare for them. Schedule United Way presentations in advance and plan the communication efforts that will go with your campaign.

7. Don’t forget to say “THANKS!”

Recognize & Reward

Mom always told us to say “Please” and “Thank You”. Saying “Thank You” may be the most important element in winning the long-term support you’ve worked so hard to achieve. Will you help us thank donors internally for their gift? Just a small token of appreciation is often enough to convey the message. Perhaps a staff lunch or pizza party can be organized.

Even a simple thank you note goes a long way toward making a donor feel appreciated. Print half-sheet “thank you’s” on colored paper with the United Way logo and a message that says something like: “Thanks for making an impact in our community. Because of your gift to United Way, a cancer patient can receive free nursing visits at their home or work-place. Or “Because of your gift to United Way, another family has been given the tools to become self-reliant and out of homelessness.”

8. Reporting Results

Track your progress

Everybody loves a winner and jumps on a bandwagon when things are going well! Track your campaign’s progress and publicly report results to your co-workers as you move along. When you are finished, complete the Reporting Envelope and call United Way at 925-7772 or e-mail your United Way representative to have your campaign envelope(s) picked up. Please try to complete your campaign by November 24.

