

LIVE UNITED.
GET CONNECTED.

Campaign Tool Kit 2009



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GIVE.

Open Your Heart

ADVOCATE.

Find Your Voice

VOLUNTEER.

Lend Your Muscle

Running a Successful Campaign

- **Report Envelope:** To provide information regarding corporate and employee gifts as well as the number of total employees and number of givers.
 - Fill out the entire envelope – follow instructions at the top.
 - Keep the yellow copies of the payroll deduction forms.
 - Enclose white copies of pledge cards, cash and checks
 - Enclose signed corporate pledge card
 - Record your corporate gift on the line marked “Corporate Pledges Only.”
 - Record gifts of cash and checks on the lined marked “Cash (including checks)”
 - Record payroll deduction pledges on the line marked “Payroll Deduction Pledges”
 - Record direct billing pledges on the line marked “Direct Billing Pledges”
 - Records funds from special events on the line marked “Special Event”
 - Bring the totals down to line marked “Total”
 - Complete “Total number of persons employed in organization”
 - Complete “Total number of FTE (if different)”
 - Check how your company wants to be billed.
 - **An authorized signature is required** before you return the signed Report Envelope to your United Way staff person. –
 - **Please remember that accurate reporting is important to United Way and your company!**

✓ Step Seven – Say Thank You

Saying THANK YOU is the most important element in winning the long-term positive support you worked so hard to achieve. Thanking employees helps reinforce positive feelings throughout your company. Be sure to thank the CEO for his/ her involvement.

- Announce/Post your final campaign results and thank employees for their combined generosity.
- Thank your committee through memos, emails and staff meetings.
- Help us say “thanks” by turning in your Campaign Report by October 26.
- **Host a company-wide thank you event.** Invite someone from the United Way to offer a personal “thank you” to your employees.
- During a Thank You Rally, distribute certificates and/or plaques and United Way pins to your Campaign Committee, Leadership Givers and departments with the highest increase.
- **Host a Leadership Circle Thank You Event:** Consider holding a special event for the leadership givers and/or prospects in your company.

✓ Additional Campaign Suggestions

- **Start a year-round New Hire program.** Solicit new employees at their time of hire. Special New Hire brochures are available from your United Way staff member and can easily be added to your new employee orientation materials.

- **Solicit retirees.** Consider including company retirees in your campaign by sending a letter of solicitation along with a pledge card and a return envelope. Contact your United Way of the Ozarks staff person for additional pledge cards.
- Take small groups of employees on tours of a United Way member agency
- Recruit a group of employees to participate in the United Way Day of Caring, a day when corporations and organizations in our community lend a hand to United Way member agencies
- Ask one or more of your employees to participate in the Community Investment process to see how money is distributed by United Way to its member agencies
- For additional ideas from other United Way's, please visit www.LIVEUNITED.org and www.UNITEDWAY.org. They can be a great source of best practices.

✓ **Sample Agenda for 20 Minute Meeting**

- I. Welcome – Employee Chair (one minute)**
 - A. Greet employees**
 - B. Distribute brochures and personalized pledge cards**
 - C. Outline purpose of meeting.**
 - D. Introduce CEO or management representative**
 - E. Introduce labor relations representative (if applicable)**

- II. United Way Endorsement (two minutes) – CEO/Senior Management & Labor Rep**
 - A. Explain corporate gift support by CEO**
 - B. Endorsement by labor leader or employee who has used United Way services**

- III. United Way Speaker & Video (13 minutes) – Employee Chair & UW Representative**
 - A. Introduce speaker**
 - B. United Way message**
 - C. Video**

- IV. Campaign Information and Closing Remarks**
 - A. Thank the speaker**
 - B. Explain the pledge card, payroll deduction and any incentives**
 - C. Ask for gift**
 - D. Ask employees to complete and hand in their cards before they leave**
 - E. Offer to answer questions**
 - F. Thank employees for their support!**

Fun Ideas for Your Company Campaign

Incentive Ideas

1. Paid day off
2. Fitness club membership, gas cards, movie passes, restaurant cards, parking spots

Kick Off Ideas

1. CEO, United Way rep, celebrity speak
2. Offer employee testimonials
3. Show video
4. CEO kisses something gross: Mule, horse,
5. Separate Leadership Circle kick-off
6. Stunts by CEO and/or Manager(s)

Always include food!

1. Lunch with the Boss
2. Potluck lunches/dinners
3. Pancake breakfast
4. Bake sales
5. Meal at an agency
6. Dessert auction
7. Cookbook sales
8. Chili, burger, chicken cook-off
9. Ethnic food lunches
10. Candy gift bags
11. Root beer floats
12. Banana split sales
13. Catered steak lunch
14. Ice cream social
15. Lunch with CEO
16. Guess how many in a jar (beans, M&Ms)
17. Pumpkin carving contest; then auction
18. Iron Chef competition

Fun Events

1. CEO obstacle course
2. Company execs & staff trade places for ½ day
3. "Flea-Bay" White Elephant Sale
4. Office Diva – pay to vote for Office Diva; Divas distribute crowns to givers

5. Prettiest/Ugliest Pet Contest – small entry fee and pay to vote
6. Remote control car/boat races
7. Aluminum can recycle
8. Balloon dart toss with prizes
9. Balloon sales
10. Basket sales/auction
11. Billboard advertising
12. Candle fundraiser
13. Car dealer tail-gate party
14. Classic car show
15. Desk massages
16. Dunk tank
17. Email/ Intercom Bingo \$1 cards
18. Grab bags of coupons
19. Jeans week/\$5 for a week
20. Sell services from execs
21. Shorts day
22. Silent and/or live auction
23. Soak your boss /kiddie pool & water gun
24. Theme competition
25. Used book sale
26. Video game contest

Campaign Best Practices

1. Agency tours
2. Banner of agencies – put color dots on agencies you have visited
3. Corporate Challenges
4. Corporate match
5. Early bird drawings
6. Email congratulations
7. Executive Tours of Agencies
8. Incentives to turn in pledge cards
9. Invite people to be team members, don't wait for volunteers
10. Management participate in Day of Caring
11. Send emails to update on progress
12. Start campaign early in the year
13. Use monthly employee meeting to give out pledge cards
14. Use payroll deduction
15. Year round reminders of need

Campaign Ending Celebrations!

1. Antique car show

2. Campaign committee dressed as celebrities
3. Carnival with tents, booths and dunk tank
4. CEO rides stick horse if goal met
5. Chili cook-off/lunch
6. Company BBQ
7. Cookie party
8. Cook-out for employees
9. Donuts and coffee
10. Leadership Circle donors breakfast with CEO

Creative Thermometers

1. Building being constructed and completed as goal is reached
2. Gas Tank
3. Going Up/Airplane
4. Hot Air Balloon
5. Hurricane Lamp filled with candy as campaign progresses
6. Ladder
7. Monkey in a tree – climbs higher and higher
8. Office Olympics with torch as thermometer
9. Oil Derrick
10. Race track – car moves to show where campaign is
11. Rising to the Challenge/Hot Air Balloon
12. Route 66
13. Sailboat
14. Your Share of the Pie