

Campaign Tips

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

Incentives

Offering incentives is one of the best ways to encourage giving and adds fun to your campaign. Incentives can also be offered for timely pledge response from employees. Buttons, pins or other items can be ordered through the United Way Store at www.unitedwaystore.com. But prizes do not have to be expensive to be a hit! Many companies hold a raffle amongst pledging employees, and often additional chances in the raffle are given for higher pledged amounts.

Some prize suggestions:

- President/CEO donates his/her parking space for a week/month, washes employee car
- President/CEO takes winner to lunch
- A day off with pay
- Reserved parking spot
- Weekend for two at hotel or bed & breakfast
- Gift certificates for dinner, shopping, etc.
- Dress down day or casual day for all contributors
- Tickets for movie, show or sporting events
- Be creative! Ask employees what they would like to win

Posters

Hang posters in the break room to keep United Way and your campaign in the thoughts of employees and remind them of presentations and the pledge form return date.

Tours, and 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!

Personal Experience

Encourage employees who have volunteered for a funded partner to discuss their experience during a campaign meeting.

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. Real stories about real people inspire people to invest in their community.

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.

Be Prepared

United Way means a lot of things to a lot of people. Emergency shelter, affordable housing, domestic violence prevention, child abuse, senior services – these are just some of the many critical issues Cedar Valley United Way partners to help address every day. As your company's United Way representative, your co-workers will turn to you for information about United Way.

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 thermometers and other notices on bulletin boards to keep them up to date with the campaign.