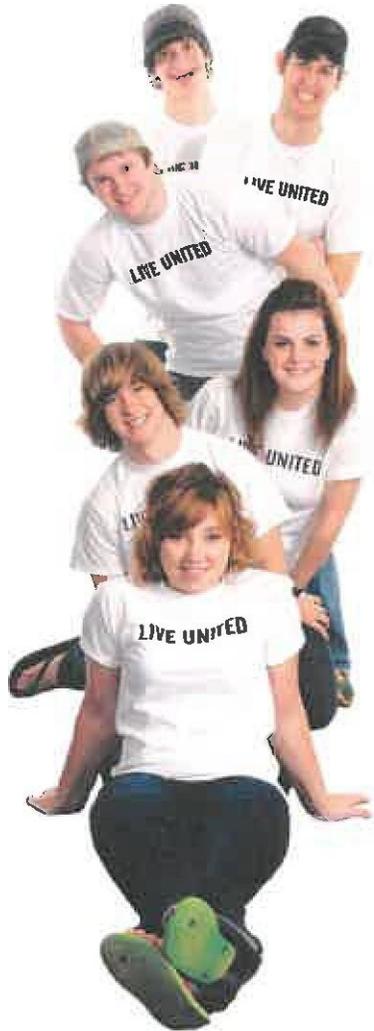




**United Way  
of Seneca County**



# CAMPAIGN GUIDE

Tips for Running a Successful  
United Way Campaign

**GIVE • ADVOCATE  
• VOLUNTEER**

# LIVE UNITED

Dear United Way Partner:

Welcome to the United Way of Seneca County's 2016 Campaign and thank you for serving! United Way staff and volunteers are available to help you plan a great campaign this year!

The United Way helps improve the quality of life by funding and supporting agencies and programs that address the needs of our communities in the areas of education, income and health. Our goal is to give everyone a chance to contribute to the quality of life in Seneca County by giving to the campaign, volunteering throughout the year, and advocating for the programs and services that can make a difference in everyone's lives.

Thank you for your contribution of time and talent to help make this a better place to live!!

Sincerely:

Karen A. Macier  
Executive Director, United Way of Seneca County

## Eight Steps to a Successful Campaign

- 1. Get Started:** *attend United Way of Seneca County Employee Campaign Coordinator workshop.*
  - Visit a United Way agency.
  - Review United Way materials.
  - Meet your United Way staff person or volunteer.
- 2. Know your Organization:** *your organization's history with United Way gives you a place to begin.*
  - Talk to last year's Employee Campaign Coordinator (ECC). Find out what worked and what didn't in your organization.
  - Work with your CEO to set an aggressive campaign goal based on the number of employees you have and last year's campaign performance.
- 3. Enlist Support:** *this job is much easier and more fun when you have some help.*
  - Your CEO's enthusiasm can be contagious. Ask him/her to write a personal letter of support to all employees.
  - Recruit a committee representing all of the departments in your organization.
  - Ask your CEO to appoint next year's ECC to work with you.
- 4. Decide on Solicitation Style:** *pick the best method of approaching fellow employees: group, individual, or both.*
  - **Group Solicitation:** Employees are brought together to hear the United Way message and are then asked to fill out their pledge cards at the end of the presentation. Group solicitation allows for the best use of time and, because employees hear a uniform message, less follow-up is required.
  - **Individual Solicitation:** This is a one-on-one ask for an employee to make a gift. This style involves more employees but personalizes the campaign and affords you a greater opportunity to answer individual questions.
  - **Both:** Hold one group meeting or a series of group meetings and use the one-on-one solicitations as a means of follow-up for those who couldn't attend a group session.
  - **Emphasize leadership giving** (for personal gifts of \$500 or more): Hold a separate group meeting for all management and professional employees to be asked prior to the employee campaign to set the pace. If this is your first campaign, ask your United Way staff person for some extra assistance with this group meeting.
- 5. Promote your Campaign:** *by promoting your campaign, you will be encouraging others to get involved.*
  - Use United Way brochures, posters and thermometers to build awareness for the upcoming campaign.
  - Promote and publicize your campaign in employee newsletters, e-mail, and other in-house communication tools.
  - Increase employee awareness by creating competition between departments. Prizes and incentives can stimulate interest.



**6. Educate:** *United Way has many resources available to help you run an effective campaign.*

*Speakers and agency tours are excellent ways to show how United Way dollars are working in our community and can enhance the effectiveness of your campaign meetings.*

- **Speakers:** Agency representatives, United Way and/or agency volunteers or clients who have received services from a United Way agency are all available to speak at your organization and are eager to share their stories. A five-minute presentation given by one of these speakers will personalize your employee meeting.
- **Tours:** Motivate employees to give by providing a firsthand look at how contributions make a difference in our community. Tours of United Way agencies significantly impact the results of an employee campaign. Tours usually last about 30 minutes plus travel time per agency and can be arranged to accommodate your employees' schedules. Most groups want to visit two or three agencies.



**7. Implement a Campaign Plan:**

- Schedule an intensive campaign. A two-week to month-long campaign keeps momentum and enthusiasm high.
- Make a gift yourself. It is easier to ask others to give when you are giving.
- Use personalized pledge cards (you can run labels) to make sure everyone has an opportunity to contribute.
- Get help from data processing and department heads.
- Conduct an employee kickoff celebration.
- Distribute United Way brochures in your meetings to make employees aware of the services provided locally.
- Make sure every employee is asked to give. Don't forget those who work alternate shifts, off-site, or travel extensively.

**8. Report Results and Thank:** *It is very important to report your results to United Way as soon as possible following the completion of your campaign. Call your United Way if you have any questions.*

- Make sure all pledge forms are turned in and accounted for.
- Turn all yellow payroll deduction pages in to your payroll office.
- Summarize all campaign information on the Report Envelope. Enclose cash, checks and white page of all pledge forms. Please seal envelope prior to submitting.
- Turn in your Report Envelope to the United Way office at Suite 215. Main Street Shoppe Center, Waterloo. Call if you would like a volunteer to pick it up from you.
- Report final results to your fellow employees and
- **Thank everyone who participated!!**



### Asking for a Gift

Holding a 20-30 minute group meeting is the most effective strategy in most companies. Try this simple agenda:

- Welcome/CEO Endorsement
- United Way Speaker
- Distribute Pledge cards and ask for a gift
- Answer questions and wrap-up
- Be sure to thank everyone for making a contribution!!

### Communicate Your Progress

It's important to your success to let everyone know how the campaign is progressing. Try one or more of these ideas:

- Create a progress report to send via email to all employees.
- Post an honor roll of campaign volunteers and contributors
- Announce winners of various contests, incentives, etc. as they happen to encourage more people to become involved.

## INCENTIVES

Build your campaign by giving incentives or a chance to win to employees who:

- Turn in their pledge cards early.
- Attend rallies or meetings.
- Pledge one hour's pay per month.
- Pledge through payroll deduction.
- Pledge a leadership gift.

Or you can divide your company into teams and give incentives to the team with:

- 100% return of pledge cards.
- A 100% payroll deduction rate.
- The highest participation rate.

Incentives need not be costly to be effective. Often prizes can be acquired through corporate, employee or community donations. Consider some of the following:

### No Cost Incentives

- VIP parking spot (for a month, a week or a day)
- Casual dress days. (One company does "Jeans Fridays")
- Cars washed or lunch served by managers.
- Cookies baked by co-workers or the boss.
- Prizes or gift certificates donated by vendors.
- Managers do the winner's job for an hour/day.
- Lunch on fine china in the cafeteria served by CEO.
- Gifts contributed by employees.
- Use of the boss's office for a day.

### Low Cost Incentives

- Company or United Way promotional items
- Extra break/time-off/vacation day
- Gift certificates to area stores, restaurants, golf courses, etc.
- Open the soda machines for a day
- Lottery tickets
- Family portrait by local photographer
- T-shirt
- "Sleep-in Day" - a few hours or a morning off
- A dozen cookies or flowers each month for a year
- A traveling trophy
- Celebrity autographed items
- A 2 hour lunch break
- Professional massage

## FUN IDEAS

Make your campaign fun and increase contributions by using one, two or more of the following ideas in conjunction with a group meeting or one-on-one discussions:

### Educational

- Set up literature tables with brochures, pamphlets and other materials from United Way.
- Run a series of articles in your company newsletter.
- Organize an agency fair.
- Schedule brown bag "Lunch and Learn" workshops.
- Distribute "10 Days of E-mail" to your employees. You can download these messages from our website.
- Share stories of employees who have been helped.

### Special Events

- Ask employees to donate baked items, home canned items, candy, etc., and sell them during company breaks with proceeds going towards United Way.
- Organize a talent show.
- Encourage employees to drop loose change into a United Way box in the break room.
- Hold a Leadership Giving Event.
- Celebrate diversity with an international potluck.
- Brighten the office with a flower sale and donate the proceeds.
- Host a children's day with fun activities for employees to share with their kids.
- Have an ice cream social, chili cook-off, or pizza party.
- Schedule a BBQ or family picnic.
- Fire up the grills for a lunch time BBQ.
- Have the manager cook for the employees (for example a pancake breakfast).



## Theme Ideas

- Hold a carnival. Have helium balloons, popcorn, carnival games, putting contest, croquet games, dunking for apples, pumpkin toss, flip-a-disk, dart game, frozen turkey bowling, card games, or relay races.
- Try Goofy Olympics. Have fun events like a three-legged race, hula hoop challenge, or tricycle races, etc.
- Do a Star Search/American Idol. Model your campaign after the popular TV shows. Search for your own stars within the company by holding a karaoke contest, talent show or Best United Way Supporter.
- Use "School Days" as a theme, issuing hall passes for donations, holding coloring contests, and selling snacks.
- Host a Hawaiian Day. Wear Hawaiian shirts, have a hula contest, grill a luau luncheon, and sell flower leis.
- Start your engines with a NASCAR theme. Decorate in checkered flags and hold a radio-controlled car race.



## Contests

- Have employees submit United Way campaign slogans. Award a prize for the best slogan and use it during the campaign.
- Place a jar in the lobby, fill it with jelly beans. As goal approaches, give a prize for the person who guesses the closest.
- Sponsor a United Way poster contest for the children of employees. Give prizes for the best entries. Print winning entries in company newsletter.
- Bring out the artist in your fellow employees with a singing, song writing, art or poetry contest, and post or publish the winning entries.
- Wear "Crazy" hats and have employees vote on the craziest with donations.
- Have a "Best Recipe Contest." Employees prepare and bring their specialty to a potluck. Everyone can vote with pennies, dollars, pledges, etc. for their favorite. Publish all of the recipes and sell the cookbooks.
- Organize a Scavenger Hunt. Clues sent via e-mail lead hunters to a United Way program or a co-worker who is connected to a program. This is a great way to educate employees about United Way's involvement in the community.

## SAY THANKS

- Run thank you ads in employee publications.
- Sponsor a Thank You reception/recognition ceremony for all employees and distribute awards or prizes.
- Leave Hershey Kisses or other treats on desks of donors with a Thank You card attached.
- Set up a "Sundae Bar" where employees can make their own ice cream sundaes.
- Use Thank You payroll stuffers.
- Send a letter from your CEO to campaign committees and contributors.

Contact the United Way office at 315.539.1135

or visit our website at [www.uwseneca.org](http://www.uwseneca.org)

for help with these thank you ideas!

## Campaign Resources

### Speakers

A speaker can have a dramatic impact on your campaign. Messages can be tailored to meet the needs of your workforce. Contact the United Way office at least two weeks in advance to arrange for a speaker from the Speakers' Bureau.

Another alternative to consider is a speaker from your own company. The message of a co-worker can have even more impact than someone from outside the organization. Why not distribute our "Request to Share" form and find those stories. You can find the form on our website.

# Complete the Paperwork

## Pledge Cards

- Make sure all pledge forms are signed.
- Return white copies in the *Report Envelope* to the United Way office.
- Send the yellow copies of the pledge form to your payroll department.

If your company would like to participate in the gift card drawing, please be sure to return all completed pledge forms and report envelopes to the United Way by the December 1, 2015 deadline.

## Reporting Envelope

- Update your organization's information.
- Provide corporate gift information.
- Separate and count pledge forms by gift type, and record that information in the employee gift section.
- Record any special event collections.

Total all gifts and bring the completed report envelopes to the United Way office or call 315.539.1135.

**Congratulate yourself on a job well done! Thanks for helping your community in ways you can't imagine!**

For more information, contact United Way at:

United Way of Seneca County • PO Box 623, Suite 215 Main Street Shoppe Center, Waterloo, NY 13165  
315.539.1135

Website: [www.uwseneca.org](http://www.uwseneca.org) • Email: [uwseneca@uwseneca.org](mailto:uwseneca@uwseneca.org)