



Success Tip

Using your company logo along with the United Way logo on selected items helps create the team spirit for your company, as well as the campaign.

Note: Please consult your marketing department and your United Way staff representative for graphic standards for use of your company and the United Way logo.

Incentives can be awarded to individuals for generous giving, for getting pledge cards in on time, for high participation rates, etc. and can encourage giving at a certain level or encourage attendance at a group meeting.

Give away prizes by holding drawings – for all donors, for generous givers, or for departments, and don't forget to honor your solicitors and campaign committee members.

Incentive Suggestions

- Free oil change
- Free baby-sitting
- Sleep-in-late day
- Ice cream sandwiches
- 1/2 day vacation
- Extra vacation day on birthday
- Lunch in the boardroom
- Free fitness program
- Electronics (TV-Walkman)
- Extra break/shortened workday
- Catered dinner at winner's home
- Managers wash cars (or serve lunch)
- A weekend for two at a major resort
- Free food/dessert from company cafeteria
- Time off (e.g., two hours on Friday afternoon)
- Tickets to sporting events, concerts, plays, movies, etc.
- Top executives volunteer to do winner's job for one hour
- Individual thanks by CEO to top givers or randomly selected givers
- Establish a traveling trophy that goes to best department
- Family Portrait by company photographer
- Open soda machine for a day/lunch

When selecting an incentive, remember to:

- Avoid extremely costly items (especially if the gift is given to every employee).
- Make sure the incentive encourages people to contribute or increase their gifts.
- Be careful not to alienate certain departments and/or levels of employees.



Special Events – Keeping the “Fun” in Fund Raising

Employees who have been involved with United Way campaigns within their organizations have discovered something. They have discovered they can have fun.

Special events will have a positive effect on your fellow employees and on the outcome of your United Way fund raising campaign.

Special Events –

- **Create Awareness** of United Way and the services and programs of its partner agencies.
- **Generate Enthusiasm** for the annual campaign.
- **Build Good Feelings** about the benefits of United Way.
- **Increase the Involvement** of employees, especially those who serve on event committees, as well as all those who participate in the events.
- **Bring Together Employees** from different areas of the organization, such as management and labor, support staff and professionals, employees in regional offices and employees based at headquarter facilities, etc. This increases each employee's own network of friends and internal contact people.
- **Allow you to develop, or continue, your year-round United Way employee information and education programs** in your organization.
- **Raise additional funds** for your United Way campaign and help you reach your goal – over and above the dollars pledged during the campaign itself.
- **Allow you to say “thank you”** to your fellow employees.

Special Events can be one or two major employee events, or a series of smaller scale activities. Here are just a few examples of the types of special events that have worked well in other organizations (continued on back panel):

Brown Bagger — Arrange speakers and audio/visual presentation, on a wide range of health and human care services topics, at employee group meetings or during a noon hour brown bag affair. Provide agency educational brochures and materials on a wide variety of topics. Set up a library table or resource center of information on a variety of services – in a specific geographic area or services addressing a particular problem or need in our community.

Cafeteria Change – Employees are encouraged to drop their “change” into a United Way jar with a slogan such as “United Way ... It Makes Cents!” or “United Way ... accounting for every dime.”

Carnival – Hold it on company grounds with departments responsible for booths and prizes.

Ice Cream Social – Given for all employees as a campaign kickoff or thank you.

Health Fair – Using displays from agencies, include games, contests, and an employee cookbook.

Slogan Contest – Use a new slogan each day. Management might then make random phone calls to employees, asking if they can identify the slogan of the day and promising a prize for the right answer.

Drawings – Draw the slogan of the day for a free lunch.

T-Shirt Day – Employees who wear a United Way T-shirt to work on a predesignated day get free coffee.

United Way Dance – Dance held at close of campaign – using a theme, perhaps a '50s band – with the profits donated to the campaign.

Pie Throwing Contest – Employees vote on the recipients by contributing money to their “jar”, etc. Highest money raisers get the pies!

Bed Race/Pallet Race – Employee teams run race course. Teams can choose themes, special names, etc.

By all means, don't feel restricted by this list. Use your own imagination. Challenge the members of your committee. Be creative. Have fun!

Contests, Too!

Contests bring out the competitive spirit in everyone, and add spice to the campaign. Give away prizes as incentives to encourage employees to participate in contests.

Suggestions

- **Guess the company grand total**
- **Guess the per capita gift**
- **Guess the United Way's grand total**
- **Answer United Way trivia questions**
- **Coloring contest among employees' children**
- **Poster contest with United Way related topic**
- **Photo contest of United Way agencies and recipients**
- **Rap contest to write the best United Way rap song**
- **“Cook-off” cooking contest between departments**
- **United Way Olympics for competing departments**
- **Identify employees by their baby pictures**
- **Softball game**
- **Name the agency of the day**
- **Recycling competition with proceeds going to United Way**



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Campaign Goal: *For every person to have the right kind of opportunity to understand and decide*



UNITED WAY OF SOUTHEAST ARKANSAS FALL CAMPAIGN

EMPLOYEE CAMPAIGN COORDINATOR GUIDE

LIVE UNITED™
GIVE. ADVOCATE. VOLUNTEER.

United Way... The Way Southeast Arkansas Cares

Planning Is 75% Of Your Job!

These ten steps describe a model campaign and are the best road map to effective and successful employee gift giving.

1. Take a Look at Last Year

- Ask your United Way staff or Loaned Executive to help you.
- How much was raised?
- How many employees did you have?
- How many contributors (management, non-management)?
- What was the average gift?
- How many contributors used payroll deduction?
- What was the percent of participation for each department, division or location?

2. Enlist the Support of The Boss

- Review steps to success with your CEO.
- Get support for group solicitation meetings, agency tours, incentives and special events.
- Ask for a personal letter of endorsement.
- Enlist the endorsement of organized labor, where applicable.
- Request an endorsement in employee publications.
- Plan a "Thank You/Recognition Program" for donors and campaign committee members.

3. Form a Campaign Committee

Put together an employee campaign committee and be sure to include representatives from:

- Management
- Clerical/Support staff
- Graphic Arts Department
- Payroll Department
- Temporary and part-time personnel
- Labor
- Human Resource Department
- Communications/Public Relations
- Prior year's campaign committee
- Allocations Committee Members employed at your company.

4. Set This Year's Dollar Target

Ways to define your dollar target are:

- Increase percent of participation
- Increase the average gift
- Increase the number using payroll deduction
- As a percentage of potential
- A combination of 2 or more of the above

Strategies to achieve your dollar target can include:

- Identify departments/locations with low participation and emphasize speakers and tours in those areas.
- Emphasize the advantages of budgeting a pledge through payroll deduction.
- Emphasize leadership giving to the executive/management group. Involve CEO in promoting leadership giving.

Determine Your Dollar Potential

Total Payroll \$ _____
 Multiplied by .008
 Our Total Potential \$ _____
 Our \$ Target will be \$ _____
 This is _____% of our potential

5. Get The Word Out

- In employee publications.
- In special displays around the workplace.
- With the use of the United Way posters and materials.
- Schedule agency tours for employees.
- Develop special events and activities that promote the United Way process.

6. Recruit and Train Solicitors

- Recruit one solicitor or team captain per ten employees for personal solicitations.
- Organize your teams by department.
- Use the United Way Loaned Executive or staff to train your solicitors.
- Schedule agency tours for solicitors and key Employee Campaign Committee members.

7. Employee Meeting and Solicitation

- Schedule all employees to attend a meeting, including temporary and part-time.
- Personalize all pledge cards in advance and distribute at beginning of Employee Meeting.
- Educate employees about United Way.
- Create enthusiasm and support.
- Secure Management and Labor endorsements.
- Show the campaign video.
- Communicate information about United Way and its partner agencies.
- Invite agency speakers to address your meeting.
- Conduct group solicitation at Employee Meeting.
- Pick up completed pledge cards at end of meeting.
- Plan a follow-up personal solicitation for those absent.
- Set a deadline for completing campaign.

Employee Meeting Agenda

TIME	PROGRAM	BY
	Note: Before the meeting begins, hand out the employee brochure, NFL schedule and pin. Do Not Hand Out Pledge Card At This Time!	Company Campaign Leader
2 Minutes	Welcome and Opening Remarks Voice your strong support for the campaign and announce that you have already signed your pledge card (if you have).	Company Campaign Leader
2 Minutes	Campaign Endorsement	The CEO or Manager or his Representative, or Department Management Representative
5 Minutes	Remarks by United Way Representative A. Review Employee Brochure B. Introduction of Agency Speaker	Loaned Executive, if one is available, or other appropriate person
8 Minutes	United Way Video/Questions	Company Campaign Leader
6 Minutes	Agency Overview	Agency Representative
5 Minutes	Explain Giving Guideline and Pledge Card A. Answer questions B. Distribute Pledge Card C. Discuss PILLARS D. Ask for cards to be signed.	Company Campaign Leader
2 Minutes	Thank Employees A. Closing comments B. Collect all pledge cards	Company Campaign Leader
TOTAL 30 Minutes		

8. Two Ways to Solicit Employees

A. Group Solicitation

During Group Solicitation, employees are asked to fill out their pledge cards at the end of the employee meeting.

•Advantages:

More efficient use of time. Less follow-up needed.

•Suggestions:

For those unable to attend a group meeting, follow-up with one-on-one solicitation. Don't forget part-time employees.

B. One-On-One Solicitation

This is the personal solicitation of one employee by another. Solicitors meet individually with fellow employees, one at a time, and ask for contributions.

•Advantages:

Greater opportunity to answer questions. Involves more people in campaign.

•Suggestions:

Recruit one solicitor for 10 employees. Recruit solicitors who are conscientious and respected. Train your solicitors. Contact your Loaned Executive or the United Way.

9. Report Results Promptly

- Provide interim results to your CEO and Loaned Executive.
- Work with payroll department to tabulate and report results weekly to your Loaned Executive.
- Turn in report envelopes to your Loaned Executive – including donor lists and designations – within ten days of campaign completion.

10. "Thank You"

- Conduct "Thank You" events for employees – and letter from CEO to all contributors
- Recognize and publicly thank every volunteer who worked on your campaign or served on a year-round United Way committee.

Positive Incentives for Giving

Add some fun and excitement to your employee campaign. Offer incentives or prizes to contributors... or sponsor contests around your campaign effort. These ideas have been used successfully.

Who do you want to reach?

- Non-contributors
- First-time contributors
- All contributors
- Contributors giving at different levels
- Contributors who increase their gifts
- Payroll deduction contributors
- Fair share givers

What kind of recognition?

- Lapel pin
- Coffee mug
- An extra day off
- A week's free lunch in the cafeteria
- A chauffeur-driven ride to work (with your chief executive at the wheel)
- Free tickets to a sporting or cultural event
- Free lunch with your supervisor or manager
- Special Parking
- T-shirt
- Plaque or trophy

How do you reach them?

- Random drawing – contributors receive raffle tickets and a drawing is held.
- Individual incentives – departments, divisions or "teams" of employees compete for top results and a group prize.

For a complete collection of incentive items, ask your Loaned Executive to share with you a copy of the latest United Way of America catalog.

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