

# 5 Steps to Spice Up your



**Working Together Matters**

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# Campaign

**An Inspirational Guide for Company  
Campaign Coordinators**

# What We Can Do for You

## Why Energize Your Campaign?

Employees who are excited about their company's United Way campaign respond. An energized campaign creates greater community understanding, increases volunteerism, honors leadership givers, raises money, builds morale and rewards teamwork.

# 1 Getting Started



Consider your resources. What is available?

- People
- Budget
- Communications
- Incentives
- Inspiration
- Materials
- Entertainment
- Facility

Recruit a committee, then delegate tasks. Involve employees from the following work areas:

- Management
- Labor
- Clerical support
- Communications
- Financial



We are here to assist you in any way we can. Please contact us for any needs you may have at any time. We want you to have a successful campaign, as well as an enjoyable experience as this year's company campaign coordinator!

The following resources are available at the United Way office.

**UNITED WAY VIDEO**—this year's video has been locally produced and features many local individuals.

**TV/VCR LOAN UNIT**—This is available along with additional agency information materials to accompany employee meetings or as a replacement for group presentations. Call our office to reserve.

**SPEAKERS**—We provide board members, agency executives, agency clients or United Way staff for your company meetings.

**TOURS**—the most effective method of sharing how a United Way contribution is being utilized is to tour an agency. Call us and we will accommodate you in the best way possible.

**UNITED WAY CATALOG**—We can order United Way apparel or mementos for you to use to thank contributors.

**INSERT MATERIALS**—You may include these materials in your company newsletter, reproduce them and display them on bulletin boards, insert them in solicitation/information letters, distribute them on flyers and memos and use the logo with your articles and stories.

CALL US OR COME SEE US ANY TIME!

**THANK YOU!**

# 5 Thanks

Thanking contributors and volunteers is essential to keeping campaign momentum strong for next year.

- Hold a pancake breakfast where management cooks for donors.
- Personally call all donors to thank them.
- Hold a reception with coffee and cookies for donors.
- Thank donors with small company mementos such as a desk clock, t-shirt or pin.
- Send a Thank You letter from top management and/or labor.
- Hang Thank You posters throughout workplace.
- Leave candy kisses throughout the building.
- Give out tickets for a free cup of coffee or scoop of ice cream in the cafeteria.
- Display a list of committee members, solicitors and donors.
- Host a luncheon and distribute awards, certificates and gifts for committee members and solicitors.



# 2 Theme

Choose a theme and base your activities around it. Possible theme categories include:

- Sports
- Fall holiday
- Music
- Slogan about caring or giving
- Current trends, such as Survivor



Or, base your theme around the United Way campaign theme: "working together matters".

## Incorporating your Theme

- Decorate: use colors and signs to decorate hallways, bulletin boards, bathrooms and break rooms.
- Dress up (or down): Invite everyone to dress up in theme clothing or United Way clothing on a certain day.
- Cook: Ask the cafeteria to serve theme-related food.
- Entertain: Play energizing music in the hallways or lunchroom.



**Bright Idea**

Choose a "Building the Community" theme and display road signs saying: "CAUTION: Community-building at Work," "STOP Hunger," "ONE WAY to a Better Community," "YIELD: Think of Someone Else First."

# 3 Strategize

Hold a Special Event. Award prizes for contests.

- Kick off your company's campaign with a BBQ or carnival with food, games, prizes and entertainment.
- Hold a Baby Photo Contest and have employees guess which photo matches which campaign committee or top management member.
- Coordinate a Poster Contest with posters illustrating the theme drawn by employees' children.



*Wigwam had employees compete to throw a pie in the face of their CEO.*

Inform.

- Use your company's publication to update and honor employees during campaign.
- Use internet, email or voicemail to give regular campaign updates, reminders and thank yous.
- Arrange tours of United Way Affiliated Agencies.

Initiate Competition. Award prizes.

- United Way Trivia game with fact sheet information
- Contests for individuals or departments based on generous giving, returning pledge cards on schedule, 100% participation, largest percent increase, most Fair Share contributors, meeting attendance



*A-Dollar-An-Inch. Executives compete for the shortest tie as donating employees cut an inch off their favorite executive's tie.*

# 4 Reward

Award competition winners and those who give creatively with some of the following ideas:

- Manager works a day in the winning department
- Traveling trophy
- Gift certificates
- United Way apparel (see office for catalog)
- "Sleep in late" day
- Assigned parking space, or boss's parking space for coldest month of year
- Event tickets
- A round of golf
- Weekend getaway package
- Lunch for four



Be Creative.

- Place prize notices in pledge card envelopes at employee meetings.
- Display posters from United Way Affiliated Agencies in central locations during campaign.
- Hold a raffle drawing for Fair Share givers.
- Make "Survival Kits" for solicitors. Include aspirin for the 100th time they have been asked "Why should I give to the United Way?"; 35 cents to call other committee members for help; a roll of life savers to get through; a cotton ball for that needed "warm fuzzy"; a chocolate kiss from those who benefit from contributions.



*Associated Bank's CEO dyed his hair green and gold because they reached 100% employee participation.*