



LIVE UNITED

Make giving fun...and improve results!

Whether you implement a fun new approach each year or enjoy the familiarity of a consistent campaign, remember one thing: Have fun! We've added some great examples in the following pages to help kick-start your creativity – but there are limitless ways to make your campaign more fun. Stumped? Just contact the United Way & Volunteer Services office or your Campaign Advisor for more great ideas!

- Promote your campaign with banners, posters and a kick-off event.
- Mark campaign progress with thermometers and notices in your in-house publications, emails, lobby, etc. Campaign thermometers can measure a dollar amount as your goal or an employee participation percentage as your goal.
- Recognize volunteers and contributors at an employee meeting or event after the campaign. The payroll drawing is a good time to do this.
- Use special posters, newsletters, articles and other displays to announce your results and then thank employees for their generosity.
- Have your CEO send a letter of thanks to all contributors.
- Initiate friendly competition between offices, departments, schools, etc. Prizes could include a pizza party, a pizza breakfast, chocolate or other fun thing the loser can do for the winner. Have fun, be inventive.
- Have dress down days, bake sales and other fun things among employees. If you have customers, perhaps you can find a way to include them without disrupting the flow of business. Raising money doesn't have to be limited to payroll deduction; other events will raise awareness of the campaign and (again) put some FUN into it!

Payroll Incentive Drawings

Workplace campaigns that have been enthusiastic about this program have not only had phenomenal success, but have thoroughly enjoyed doing them! Here's what you do:

The employee committee should brainstorm about really neat prizes that could be offered in the drawing.

- Maybe you have employees who do crafts and they would contribute.



- Management may give you a cash donation that you could use to purchase drawing items.
- Items for the drawing don't have to be merchandise.
- Who is eligible? (If someone donates cash and gives the minimum established for payroll deduction, should they receive a ticket(s))
- How will you distribute the tickets? You can give one ticket to each employee who signs up for payroll deduction, at a minimum of \$2 per week (or \$4 bi-weekly). Or you can give the employee one ticket for each dollar per pay they pledge. (This tends to increase the amount employees donate.)
- Drawings should begin with the most expensive prize. Then, anyone who has multiple entries should not be eligible to win again.
- Don't overdo the number of prizes. If you have small items, such as key chains, perhaps they can be used in another way, such as dress down day drawings.
- Drawing prizes do not have to be tangible. Days off with pay, dinner with the boss or a parking spot of their choice for a specified period of time will be great incentives.

Contests

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

Suggestions:

Guess the company grand total

Guess the per capita gift

Guess UW & VS campaign grand total

Answer UW & VS trivia questions

Coloring contest among employees' children

Poster contest with UW & VS agencies and recipients

United Way Softball game

Rap contest to write the best UW & VS rap song

Identify employees by their baby pictures

"Cook-off" cooking contest between departments

Recycling competition with proceeds going to UW & VS



Special Events

Special events can have a positive impact on your fellow employees and on the outcome of your United Way campaign.

Create awareness of the UW & VS and the services and programs of its agencies.

Generate enthusiasm toward the annual campaign.

Build good feelings about United Way & Volunteer Services.

Increase the involvement of the employees, especially those who serve on event committees as well as all of 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.

Raise additional funds for your UW & VS 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.

Here are just a few examples of the types of special events that have worked well in other organizations. Use your own imagination. Be creative. HAVE FUN!

BROWN BAGGER—Arrange speakers and audio/visual presentations on a wide range of health and human service 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.

CAFETERIA CHANGE—Employees are encouraged to drop their “change” into a UW & VS canister with a slogan as “UW & VS...It Makes Cents” or “UW & VS...Make a Change in someone's Life.”

ICE CREAM SOCIAL—Given for all employees as a campaign kickoff or thank you.

PANCAKE BREAKFAST—Profits go to the campaign. Use management or supervisory people to serve breakfast.

SLOGAN CONTEST—Use a new slogan each day. Committee members should 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 UW & VS t-shirt to work on a designated day get free coffee and/or donuts.

AUCTION—Employee and/or company donated prizes or services.

PIE THROWING CONTEST—Employees vote on the recipients by contributing money to their “jar”, etc. Highest money raisers get the pies!

I'M DRESSING SPECIAL stickers—Employees pay fee for dress-down day and wear sticker.

Other Great ideas

A company distributed the UW & VS campaign literature and pledge forms a week before they were due to be turned in. Starting on Friday, each employee found a card and small gift on their desk or at their workstation every morning.

FRIDAY: (Distributed with agency brochure and pledge forms)

CARD—"These agencies are hoping you will 'chew-z' to give next Friday."

GIFT—A box of United Way gum

MONDAY: **CARD**—"Please 'chip' in on Friday and make a difference."

GIFT—Two chocolate chip cookies in a bag

TUESDAY: **CARD**—"Mark your calendar, Friday is the day to say 'yes' to UW & VS on Friday."

GIFT—A United Way pocket calendar

WEDNESDAY: **CARD**—"Help to sweeten someone's future by giving to UW & VS on Friday."

GIFT—Four pieces of hard candy from United Way catalogue

THURSDAY: **CARD**—"The fortune of our community is people who care. Your chance to care is coming on Friday."

GIFT—Fortune cookie.

FRIDAY: (Pick up pledges) **CARD**—"Thank you for saying 'yes' to helping others."

GIFT—A United Way "Thank You" lapel pin.

All of the gift items are available in the United Way catalogue or you can improvise with local gift items. You can order directly from the United Way catalogue and the items will be shipped to you. (Sorry, but UW & VS cannot cover the cost of these items.) You may want to develop your own gifts and cards. HAVE FUN!



Pledge Card Follow Up Ideas

Below is an example of a fun communication to send out regarding pledge form follow up.

TOP 10 REASONS WHY PEOPLE HAVE NOT TURNED IN THEIR UNITED WAY PLEDGE CARDS

10. Nobody twisted my arm
9. I left my pledge on personnel's answering machine.
8. I didn't know we had to.
7. I'm waiting until I win the lottery.
6. I waiting for a personal call from my accountant.
5. It went down in the laundry.
4. United who?
3. I gave at the office... oh, this is the office.
2. I didn't get one... I don't get a lot of things.
1. I didn't think there was room on my paycheck for another deduction.

We are still \$\$\$\$ from our goal. Every dollar given to United Way & Volunteer Services of Greater Yankton provides someone with the help they need. Each program depends on our investment in its future. A contribution through United Way & Volunteer Services of Greater Yankton is not a contribution to your employer, to your city or to some ambiguous organization. United Way & Volunteer Services is neighbor helping neighbor.

(___)% of our United Way pledge cards have not been turned in. Whether or not you contribute, We ask that all cards are signed and turned in. A signed card tells us you have been contacted and made a decision about giving and we do not need to contact you again.

Our community has looked to employees of (your company) as role models in giving and caring for our community through the United Way & Volunteer Services of Greater Yankton. Let's continue to make the greater Yankton area a better place to work and live.

Please turn in your pledge card in to _____ by _____

Thank you!