



8. Incentives—A little “what’s in it for me,” can go a long way. It’s important to align incentives with the desired response. And carefully time special event fundraisers AFTER payroll deduction requests.

• Recognition

- Individual recognition through a personalized note, fair share or leadership plaque, top giver in dollars or percent of pay.
- Group recognition with trophies for attendance at meetings, highest percent participation, or most amount raised. Acknowledgment via internal newsletter, breakroom poster, email or Intranet.

• Prizes or Giveaways

- Individual and/or Group Eligibility for giving at certain levels such as fair share, leadership, increased giving, first-time givers, or participation via payroll deduction. Prizes/gifts should mirror the effort, rather than exceed the effort.
- Drawings (gift cards, electronics, event tickets, reserved parking spots, lunch or dinner on the boss, company logo items, anything of value to your employees).

• Time-Off

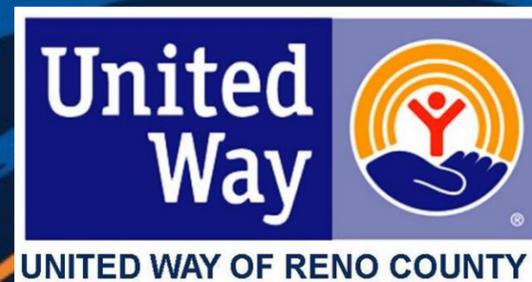
- PTO day or half day for leadership or fair share giving, drawing for one week off, sleep-in late pass, get off work early pass, extra lunch hour, boss does your job for a day.

• Fun

- Get the Boss or Supervisor(s) - dunk tank, pie in the face, ice bucket, shave head, etc.
- Inter-office or department challenges
- Casual days or weeks. (i.e. can wear jeans each Friday for year with fair share gift).
- Flock work stations with flamingos. Employees pay to have this done to co-workers, recipients can pay to have flock removed or anti-flamingo insurance can be bought.
- Management washes employees cars for donations
- Auction

• Food

- Provide food for free at employee campaign meetings
- Chili feed, baked potato bar, pancake feed, ice cream social etc...for a donation
- Bake sale



**GREAT THINGS HAPPEN
WHEN WE LIVE UNITED**



**8-Step Toolkit for Successful
Workplace Campaigns**

Thanks for leading the way!

Eight Steps to Success



1. Involve the boss

- Speak at employee meetings about his or her own commitment to support United Way's role in the community.
- Send a letter or email to all employees encouraging their support.

2. Recruit and train some help

- Recruit influential or creative employees for your team from each department to help create/refresh the workplace campaign.
- Educate the team with a special team meeting in advance of the larger group meetings about United Way and the team's role. Schedule a mini tour of United Way agencies to give first hand experience and knowledge.

3. Set a goal and make it visible

- Look at past results and strategies, keeping in mind the number of contributors and participation rate.
- Consider setting goals for increased participation, total dollars raised, percent increase in dollars, average gift per person, percent of employees giving at leadership level (\$500 +) or at fair share (.05% of pay).
- Consider incentives to reward the team for reaching the goal.

4. Develop the plan to allow every member of your organization opportunity to give

- Decide on solicitation style: group meetings, individual solicitation, combination of both.
- Schedule dates, times and locations of group meetings with your United Way representative.
- Set dates for fundraising special event(s) **AFTER** the payroll campaign.
- Determine effective communication avenues to let everyone know specifically what, when, where and how. Follow up is essential!

5. Promote and personalize

- Use United Way resources (speakers, brochure, video, posters, goal thermometer, pledge cards).
- Make the environment look/feel different. Make it fun! Visuals and music can help.
- Publicize and encourage attendance at campaign meetings and attendance at the public campaign events such as kick-off event or end of campaign celebration.
- Promote payroll deduction giving. It's easier for most to budget their charitable dollars over one year vs. giving "on the spot".
- Use and promote United Way's suggested guide to giving—"Fair Share".
- Recruit volunteers within your organization who would personally share a story of how a United Way agency helped them, a family member or a close friend.

6. Educate and solicit

- Conduct employee group meetings. Show video, invite speakers, make it fun and different than previous year.
- Conduct separate meeting for key managers to educate and solicit leadership in giving.
- Remind employees to get more information at www.unitedwayofrenocounty.org
- Follow up with absent employees individually.

7. Collect, report and thank

- For best result, ask employees to complete and turn in cards at the end of group meetings.
- UW pledge cards are in triplicate form. Bottom copy - employee retains with tax records; Middle copy - to payroll department; Top copy—return to United Way in the campaign packet.
- Complete the Employee & Firm Summary Giving sheet and the Demographic Information sheet in the packet and enclose, in the packet
- **Thank employees and campaign volunteers.**

