

CAMPAIGN COORDINATOR'S GUIDE



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COORDINATORS WELCOME

Congratulations—and Thank You—for becoming a United Way of Greater Union County Campaign Coordinator!

Being a Coordinator means spending time distributing material, organizing events, and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits:

- Become more connected to the people in your company.
- Strengthen relationships with your co-workers
- Demonstrate your leadership skills.
- Network with others in the community through United Way training and events
- Have some fun!

Whether this is your first time as a Coordinator or you have coordinated your campaign multiple times, this handbook will help you get the most out of your campaign. Just follow the steps for conducting a successful campaign, and you are guaranteed to have a great campaign.

Being a Campaign Coordinator is crucial to the success of United Way. Without you, we could not fund the programs that provide needed services in our community. Coordinators make a big difference in our campaign...and we cannot begin to thank you enough.

What does a Campaign Coordinator do?

Position Description

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

Key Responsibilities:

- Participate in United Way Coordinator trainings.
- Work closely with your CEO, United Way volunteer, and staff member.
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Request speakers and tours from United Way.
- Coordinate the distribution and collection of campaign materials.
- Coordinate your company's kick-off and recognition events.
- Promote the campaign throughout your company.
- Encourage leadership giving in your campaign.
- Encourage giving of time, talent, and resources among your co-workers.
- Educate your co-workers about United Way.
- Attend United Way kick-off and celebration event. Invite your co-workers.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your company campaign fun!
- Complete your final report and send it with pledge forms to United Way.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year.

Connecting the Dots

As a United Way volunteer you will frequently be asked, “So, what does the United Way do?” We’ve developed the following paragraphs as a simple, concise explanation of United Way’s role in our community.

Advancing the Common Good

United Way is focused on advancing the common good by creating opportunities for a better life for all. There are basic things that we all need for a good life: Education—Helping children and youth achieve their potential; Income—Promoting financial stability leading toward independence; Health—Improving people’s health; Family Strengthening—Strong, vibrant and healthy families are the cornerstone of every community. We all win when a child succeeds in school, when families are financially stable, and when people have good health.

Lasting Changes

Our goal is to create long-lasting changes by addressing the underlying causes of problems and preventing them before they happen.

Live United

Living United means being a part of change. When we reach out a hand to one, we influence the condition of all. It takes the whole community working together to create lasting change. So United Way brings together people from across the region- people from government, businesses, churches, non-profits, and individuals. Together we can accomplish more than any one single group. Everyone is invited to Give. Advocate. Volunteer. LIVE UNITED.

Why Give to United Way?

- A contribution to the United Way is an investment in your community.
- United Way focuses community resources in order to provide solutions for the most pressing needs in our community.
- United Way is a proactive community leader and knows where contributions will do the most good.
- United Way makes a visible impact on the community; we deliver results.

Why It’s Important

Just as your name means something to your family, friends, and colleagues, the United Way name should identify who we are and how we operate. Building awareness takes time and effort. You can help by educating yourself about United Way and sharing that information with your friends and co-workers using language and concepts that are clear and easy to understand. The talking points above are a great place to start.

Leadership

At the core of every worthwhile endeavor are people whose exemplary leadership sets a powerful example for others. Our most successful campaigns incorporate a Leadership Giving Program in their employee giving strategy.

Leadership Signature Club Opportunities and Benefits:

Donors who give an annual gift of \$1,000 or more to United Way are invited into a distinctive philanthropic community, and individuals who contribute \$10,000 and above become members of United Way of America's National Tocqueville Society.

Behind every United Way contribution is a very personal, very powerful commitment to addressing human care needs. As a Leadership Giver, you set a standard of charitable giving in our community and, by example, motivate those who have the potential to increase their level of commitment.

Leadership Givers... visionaries actively creating a better future for us all.

How We Work

United Way works closely with neighborhood organizations and community leaders to: Identify and assess the needs of local communities, find solutions to address those needs, and sets parameters to measure results every step of the way.

Our Focus

United Way's approach targets the underlying causes of problems in four key basic areas throughout our service area:

- Education
- Income
- Health
- Family Strengthening

Annual Giving Levels

Membre de la Société	\$10,000 +
Platinum	\$7,500 - \$9,999
Gold	\$5,000 - \$7,499
Silver	\$2,500 - \$4,999
Bronze	\$1,000 - \$2,499

As a member, you are invited to join other leadership givers at our annual reception and will be recognized in our annual Leadership Giving Roster.

We invite you to become a Leadership Giving investor and allow your benevolence to be a beacon for other investors to follow.

Steps for a Successful Campaign

Getting Started

Date

1. **INVOLVE TOP MANAGEMENT**..... **Planned** **Completed**

Active support from your CEO tells employees that your campaign is important to your organization.

- CEO signs letter recruiting campaigners.
- CEO signs letter to all employees urging their support through payroll deduction and attendance at meetings.
- CEO speaks at employee meetings about his/her commitment to United Way's vital role in the community.

2. **FORM AN EMPLOYEE CAMPAIGN COMMITTEE**..... **Planned** **Completed**

- Recruit committee volunteers from key areas of the company and those who have a great deal of enthusiasm and energy.
- Consider incorporating volunteers whose responsibilities are shared across business lines: Marketing/Communications, Information and Technology, Payroll, Human Resources, Labor, Training, Retirees, etc.
- Establish job descriptions for committee members, including Leadership Giving, Special Events, Training, Marketing, Communications, Pledge Processing, Retirees, New Hires, etc.
- Schedule training for committee with your UW liaison.

Planning Your Campaign

Date

3. **MAKE PRE-CAMPAIGN ARRANGEMENT**..... **Planned** **Completed**

- Establish dates for campaign; plan Kick-Off meeting.
- Recruit campaigners; schedule training with your UW liaison.
- Develop plan for record keeping and reporting.
- Arrange for payroll deduction procedure.
- Have pledge cards personalized.
- Develop publicity plan and incentives.
- Attempt to keep campaign as short as possible; one to two weeks. This will help keep enthusiasm high and momentum strong.
- Determine solicitation methods; group, individual, or both.
- Speak to your United Way liaison about utilizing e-pledging.
- Establish goals for company.
- Consider a goal of 100% solicitation to ensure every employee is educated about United Way and is asked to give.

- | | | |
|--|---|---|
| | Planned | Completed |
| 4. PLAN SEPARATE EXECUTIVE MANAGEMENT CAMPAIGN
<i>It is crucial to have management support before soliciting your peers.</i> <ul style="list-style-type: none"> • Hold a presentation about United Way, which includes remarks by CEO, Campaign Coordinator, and United Way liaison. • Offer a tour of a United Way funded program. • Invite their leadership giving gift (\$1,000+). | <input style="width: 80px; height: 20px;" type="text"/> | <input style="width: 80px; height: 20px;" type="text"/> |

Implementation

Date

- | | | |
|--|---|---|
| | Planned | Completed |
| 5. PUBLICIZE
<i>Help motivate and educate people as well as increase employee participation.</i> <ul style="list-style-type: none"> • Develop campaign and year-round publicity. • Build campaign around central theme; tie in your company slogan or logo. • Announce incentives – vacation days, assigned parking spaces, prizes. • Use payroll stuffers, road signs along driveways, flags, banners, goal charts, posters. • Submit articles to your company newsletter (volunteers, case histories, personal experiences, campaign updates.) • Use e-mail or company intranet to promote the campaign. | <input style="width: 80px; height: 20px;" type="text"/> | <input style="width: 80px; height: 20px;" type="text"/> |

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|--|---|---|
| | Planned | Completed |
| 6. UTILIZE RESOURCES FOR A STRONG EDUCATIONAL CAMPAIGN
<i>To motivate your fellow employees do at least <u>one</u> of the following:</i> <ul style="list-style-type: none"> • Take campaign committee, campaigners, and employees on tour(s) of funded program(s). • Ask experienced speakers from United Way to talk with your employees about services offered. • Invite employees to describe their United Way volunteer activities or services received. • Identify United Way success stories within your own company and promote them. | <input style="width: 80px; height: 20px;" type="text"/> | <input style="width: 80px; height: 20px;" type="text"/> |

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|---|---|---|
| | Planned | Completed |
| 7. HOLD EMPLOYEE GROUP MEETING(S) OR “KICK-OFF” EVENT(S)
<i>To ensure the success of your campaign,</i> <ul style="list-style-type: none"> • Send invitations to employees from CEO. • Distribute personalized pledge forms. • Hold a presentation about United Way which includes remarks by CEO, Campaign Coordinator, and United Way. • Show the campaign video. • Provide specific arrangements for employees to turn in pledge forms. | <input style="width: 80px; height: 20px;" type="text"/> | <input style="width: 80px; height: 20px;" type="text"/> |

	Planned	Completed
8. FOLLOW-UP.....	<input type="text"/>	<input type="text"/>
<ul style="list-style-type: none"> • Utilizing committee, make sure all employees have received educational materials and are asked to give. • Communicate progress of campaign to employees – via email, newsletters, posters, etc. • Plan fun wrap-up “Thank You” event. 		

Wrapping it up

Date

	Planned	Completed
9. REPORT CAMPAIGN RESULTS TO UNITED WAY.....	<input type="text"/>	<input type="text"/>
<p><i>If your company has a large employee population, submit periodic reports to United Way. Upon completion of your campaign, submit final results as soon as possible.</i></p> <ul style="list-style-type: none"> • <u>Submit all checks in a timely fashion.</u> Retain copies of payroll deduction pledge forms for your company. • Always use United Way Report Envelopes. 		

	Planned	Completed
10. EVALUATE YOUR CAMPAIGN.....	<input type="text"/>	<input type="text"/>
<ul style="list-style-type: none"> • Meet with your committee to determine what strategies worked/needed improvement. • Compare your accomplishments to your goal. • Make recommendations for next year’s efforts. • Document your findings for the next Campaign Coordinator. 		

Solicitation Methods

Solicitation may be covered by one person or several, depending upon the size and structure of your company's employee workforce. There are two recommended approaches for soliciting support for United Way: Group Solicitation and One-To-One Solicitation. A combination of both generally works best.

I. Group Solicitation

For group solicitation, employees gather for a meeting (Kick-Off) or series of meetings. Audience size of 25-30 is ideal. Employees hear a United Way presentation, see a video, and are asked to make a pledge. A meeting generally lasts about half an hour.

This method enables a consistent United Way message to be presented to all employees and saves company personnel time because a small number of people can canvas 75-85% of the workforce. It is flexible and can be adapted to most work settings. The Campaigners follow up with those employees who have not returned their pledge forms within a certain period of time.

SAMPLE AGENDA FOR GROUP MEETING/KICK-OFF (20-30 MINUTES)

Remarks by Campaign Coordinator
Address by CEO
Speakers: United Way staff and volunteers
United Way video
Review of how campaign works
Thank you

II. One-to-One Solicitation

This approach allows contributors time to ask questions and hear first-hand about community needs and the services that are available. Successful one-to-one solicitation requires trained Campaigners who are knowledgeable about United Way and who are skilled at asking for a pledge. (Campaigners are responsible for 10-15 fellow employees who are their peers.) United Way liaison will train the Campaigners.

Benefits of this method include the ability of the Campaigner to tailor the United Way message to each individual; provide an opportunity to give the contributor facts about United Way; give Campaigner an opportunity to encourage the non-participating employee to contribute something this year.

Steps to a One-on-One Presentation

One-on-one presentations can be very effective in encouraging people to participate in the campaign. These presentations should be conversational, with no pressure. Peer-to-peer presentations work best, so ask steering committee members and/or team leaders to make presentations, as well. Make copies of this sheet for team members to help them prepare for their one-on-one presentations.

1. Plan

- Make your own donation before asking others to give.
- Schedule 5 to 15-minute appointments.
- When scheduling meetings, explain the purpose and how long you expect it to take.
- Schedule meetings in person or on the phone. Confirm by e-mail.
- Meet first with employees you know well.
- Promote the campaign before you meet with employees.

2. Organize

- Personalize the pledge form and don't forget to bring a pen to the meeting.
- Bring United Way brochures and the suggested giving guide (see below).
- Prepare your presentation, but keep notes to a minimum. Do not read a statement to the employee. Refer to notes only to keep you on track; speak personally to the employee and use a lot of eye contact.
- Plan for no more than 2-3 minutes for your presentation. Use the remaining time to discuss concerns and answer questions.

3. Meet

- Review the purpose of the meeting.
- Explain the purpose of the employee campaign and the role it plays in supporting United Way
- Describe what United Way does and how it impacts the community.
- Tell the story - describe your personal experiences observing the impact of United Way and its agencies (agency tours, volunteering, people you know who have been helped).
- Mention three or four community needs that you think are most relevant to the person you're meeting with. The point you're making by explaining these needs is the necessity for support.
- Ask questions and listen for clues that tell you about the interests, activities and motivators of the employee you are meeting with. Find ways to tie giving to things that motivate the employee.

Note: Do not utilize questions or wording that could imply judgment. For example, to probe for areas of interest in community service, ask which community needs are of most concern to the employee, not whether he or she currently gives or volunteers to any charities. Remember that the decision to give is highly personal.

- Watch for signals that the employee is connecting with the message. Signals can include frequent nodding, smiling, becoming enthusiastic, interjecting personal stories, offering to help or providing suggestions for the campaign. Be flexible in your presentation so that you can move in a direction that the employee responds to whenever you see these signals.

- Ask for the pledge. Here are three ways:
 - “If you contributed last year, please consider increasing your pledge.”
 - “If you haven’t participated in a campaign before, please consider doing so this year.”
 - “Remember that payroll deduction makes giving convenient, and also allows you to spread your giving over the course of a year.”

4. Follow Up

- Thank the employee for his or her time.
- Encourage the employee to fill out the pledge card during the meeting.
- If the employee chooses not to fill out the pledge card during the meeting, but indicates a willingness to contribute, set up a time when you can pick up the pledge card, and confirm with an e-mail when you return to your desk.

Suggested Giving Guide

<i>If you make this:</i>	<i>Consider a gift of this amount:</i>
Up to \$19,999/yr	one hour’s pay per month
\$20,000 to \$29,999	1%
\$30,000 to \$69,999	1.25%
\$70,000 to \$99,999	1.5%
\$100,000 and up	2% +

Steps to an Effective Group Presentation

Without question, a presentation of some sort—whether it is one-on-one or to a group – is essential to the success of your campaign. Talk with your United Way representative to determine which type of presentation is best suited for your organization.

A presentation is not only an excellent opportunity to provide employees with information about how their contributions will be invested to improve the health of the community, but also gives them the opportunity to ask questions about United Way.

THE GOAL OF THE PRESENTATION

- To outline our community's needs
- To educate employees on how United Way is uniquely qualified to ensure their contributions have the greatest impact in the community
- To request a charitable contribution to United Way

1. Plan

- Make your own donation before asking others to give.
- Promote the campaign before you meet with employees.
- Announce the time frame for your campaign.
- Choose a time and place that is convenient to the most people possible.
- Invite your United Way representative and/or an agency speaker to attend.
- Personally invite employees to attend. The ideal size is 25-50 per presentation.
- If possible, use incentives to encourage people to attend (food, door prizes, etc.)

2. Organize

- Games and decorations can make your presentation fun.
- Personalize the pledge forms and don't forget to bring pens. (United Way can help you with personalization)
- Order supplies and materials including brochures and the United Way campaign video. Test the DVD/VCR and TV or projection system prior to the meeting to assure smooth operation during the meeting.
- Prepare your presentation, but keep notes to a minimum. Do not read a statement to the employees. Refer to notes only to keep you on track; speak conversationally and use a lot of eye contact.
- Plan for no more than 20 minutes.

3. Meet

- Pass out pledge forms to all employees personally (don't leave them on a table for employees to pick up). Encourage employees to fill out the pledge cards during the meeting if they choose to give.

Opening Remarks (2 minutes) - your department head should open the meeting with a few words about the company's history of employee campaigns and his or her commitment to this year's campaign.

Overview (10 minutes) - your United Way representative and/or an agency speaker will explain investments that United Way makes in your area and the communities served by United Way and its partner agencies. The agency speaker can give vivid illustrations of donors' dollars at work by telling the stories of people whose lives have been changed.

Show the campaign video (5 minutes)

Ask for pledges (1 minute) – the ask should come from the team leader, a fellow employee or a campaign team member who has already given.

Questions (2 minutes) – answer a few questions in front of the group. End the meeting on time by thanking the employees for coming and telling them that you, the representative and/or the agency speaker will be available to answer additional questions after the meeting.

4. Follow Up

- Collect all pledge forms.
- Distribute incentives.
- Follow up with those who missed the meeting.

Techniques to Avoid

- Assuming that people already know about United Way.
- Asking people to speak to employees without providing them with talking points.
- Dropping off pledge forms without explanation.
- Mailing pledge forms to employees (historically, this has been the least effective option)
- Arguing with people who have concerns or questions (your United Way representative can provide answers to questions, if needed).
- Making a gift mandatory. United Way is opposed to any type of coercion - it is contradictory to our operating standards.

Remember

When people are asked why they did not give, the most often heard response is... “I was never asked!”

Leading the Way: Encouraging Leadership Giving in Your Workplace Campaign

A sure way to experience an increase in your organization's giving, is to run a Leadership Giving Campaign. **The key to running a successful leadership campaign is to choose a strategy that will work best within your organization's corporate culture.** Successful Leadership Campaigns are designed to best meet the needs of your colleagues so they can make an educated and informed decision regarding their gift to United Way.

1. Obtain the support of your CEO

CEO / Management endorsement is critical for a successful Leadership Giving campaign

Your CEO should be given the opportunity to make a Leadership Gift

Your CEO may be the most effective person to make a Leadership ask

2. Recruit a Leadership Giving Coordinator

Recruit a well-respected member of senior staff to act as Leadership Giving Coordinator and conduct a Leadership Giving Campaign (The CEO may be the best candidate).

The Leadership Giving Coordinator should work closely with the Campaign Coordinator to ensure optimum results. The Leadership Giving Coordinator must be a Leadership Giver.

3. Recruit a Team

If your organization has more than 10 Leadership Contributors or prospects, one person may not be sufficient to adequately visit with each individual.

Involving others will lead to increased leadership participation and greater awareness.

Colleagues inviting colleagues to join ensures highly effective peer-to-peer influence.

Team members should prepare for solicitation by personally making a leadership gift.

4. Determine Who to Solicit

Develop an internal prospect list based on employee compensation, position in the company and/or United Way giving history.

The list below recommends giving level based on salary range. You can use the table below as a guide to steer your internal goal setting and to develop your prospect list.

Compensation Ranges:	Leadership Level
\$50,000 - \$79,999:	Bronze (\$1,000-\$1,499)
\$80,000 - \$149,000:	Silver (\$1,500-\$4,999)
\$150,000 - \$199,999:	Gold (\$5,000-\$7,499)
\$200,000 - \$249,999:	Platinum (\$7,500-\$9,999)
\$250,000 +	Alexis de Tocqueville Society (\$10,000+)

It is important to note that many individuals make contributions well above their suggested giving level.

- Solicit all past donors giving at the \$500 to \$999 level.
- Prepare and personalize each pledge card and all solicitation materials.
- Set a goal for the Leadership Giving Campaign
- Include both dollars to raise and number of Leadership Givers
- Announce leadership results as your campaign begins.

5. Assign Names to Team Members

- Select the **best** person(s) to extend the invitation
 - Because people give to people, assign a person who is perceived to be the one that the potential donor would most appreciate making the invitation
- Determine the perceived interest level of prospects
 - Is your potential donor “ready to give”, “requires further involvement” or “not very interested”?
- Rehearsal of the solicitation call is critical

6. Train Team Members on How to Ask

The effective case for support is like an investment prospectus for a business. It is designed to attract volunteers and donors (investors).

Potential Donors want to know:

- What United Way of Greater Union County has accomplished?
 - What United Way of Greater Union County has the potential to do?
 - What benefits will result if they volunteer time and give money?
-
- From the viewpoint of the donor, United Way of Greater Union County has no needs.
 - Greater Union County has problems to solve
 - Local residents have needs and problems
 - United Way has solutions to problems, answers to questions and capabilities.
 - Understand your prospects
 - Psychographics: what are their ideas, attitudes, interests and lifestyles?
 - Demographics: age, sex, income, residence, etc.
 - Capacity for Giving: what do they currently give, do they volunteer, what are their philanthropic tendencies?

Focus your approach to address the goals and aspirations of your prospects group - and even individuals in that group

People make significant gifts to United Way of Greater Union County:

- Based on their ability to recognize that United Way mirrors their own deepest desires, values and aspirations.
- Based on United Way of Greater Union County's ability to demonstrate a capacity to solve the problems and address the opportunities that the potential donor himself considers most pressing.

7. Lay the Foundation for a Personalized Ask

Hold a group meeting for identified prospects to present the benefits of the United Way. United Way can provide volunteer and/or agency speakers to enhance the CEO's presentation.

Develop and publicize the Leadership Giving Campaign goal in addition to the overall campaign goal.

"It's not very difficult to persuade people to do what they already long to do."
- Aldous Huxley

Sample Leadership Giving Meeting Agenda

Set Up: The intent of the meeting is made clear to all attendees in advance.

CEO welcome (5 minutes)

- Importance of Leadership Giving — Why he/she gives
- % of Leadership Giving out of total campaign in company
- Why they are invited to this meeting
- A direct ask for Leadership Gifts - using own gift as an example
- Review agenda and the Leadership Giving Coordinator's responsibilities
- Thank You

Testimonial (5 minutes)

(An employee who is both a beneficiary of United Way and a Leadership Giver is ideal)

- How United Way has touched his/her life
- Why United Way is important to the community
- Why he/she gives (at a leadership level if applicable)
- A direct ask for Leadership Gifts from the attendees
- Thank You

United Way Representative (5 minutes)

- What is the Leadership Giving Society & the levels they can join

- What is the Alexis de Tocqueville Society
- Ways to give - Combined family gift options. Stock.
- Payroll deduction is a convenient and easy way to make a Leadership Gift
- Why United Way is the best way to help the most people
- Thank You

Leadership Giving Coordinator (5 minutes)

- How gifts will be solicited
- Incentives/prizes
- Overall campaign timeline and goal
- The company will recognize and celebrate Leadership Givers
- See me with questions
- Thank you

Materials to have available: Pledge Cards, United Way Brochures, Leadership Giving directories, Alexis de Tocqueville information.

8. Personally Visit and Invite

Each team member should meet with their assigned prospects to personally thank them for their past gift, invite them to make a new or increased gift, and answer any questions and reinforce the value of their contribution. During the visit, team members should:

- Present the invitation quickly
- Wait for an answer (clarify what is heard)
- Do not engage objections. Move objections aside: “the reason I am here today is to invite your participation in the Signature Club...”
- Clarify frequently
- Test the ask as many times as you need to
- Give the potential donor complete control and freedom
- If the answer is a definite “No” and it has been tested, then the prospect should be thanked and the pledge card collected.
- Clarify a “No” reply
- If the answer is “Maybe”, be sure to leave with a follow up appointment scheduled

Ten Sample Invitations to be a Leadership Giver

I'm here today to invite you into a partnership with the community and me by giving a Leadership Level gift the United Way of Greater Union County.

- *Please consider partnering with the United Way to address our community's most pressing needs.*

- *Thank you for giving in the past. Will you and your spouse give again and increase your gift this year by 10% to help us meet Greater Union County's growing needs.*
- *We need a champion with our company at a leadership level. If you join as a Signature Club Bronze Level contributor, others will follow. Can we count on your gift?*
- *I am inviting you to join the many other community leaders in meeting the needs of Greater Union County.*
- *You are capable, as few are, of making a significant impact in the Greater Union County. Please join me as a member of the Alexis de Tocqueville Society.*
- *I know our community can count on your continued support this year. Will you make an increased gift over last year?*
- *Your leadership is very important to this company and your Leadership Giving is vital to the success of our campaign. We need your help in setting an example for your senior peers and for your employees to follow.*
- *Can our community count on your support at the Gold level this year?*

9. Follow Up

- Follow up with all assigned colleagues until each pledge card is returned.
- Make it easy for people to give. Ask them if they have questions regarding United Way - Staff will be available to answer any questions you cannot.
- Be positive that each prospect receives a clear and direct ask and that you receive an answer - yes or no.

10. Thank Everyone

- Send a thank you note to contributors and to members of your solicitation team.
- Send a note of thanks to all leadership contributors, signed by your CEO and/or your Leadership Giving Chair.
- Send a note of thanks to prospects that did not make a Leadership Gift. Thank them for their time and/or gift of a lesser amount. Remember that leadership campaigns are successful when they are built on a foundation of relationships.
- Host a reception to acknowledge and thank leadership donors.
- Additionally, United Way sends each leadership contributor a personal thank you and publishes names in a recognition roster.

11. Report Names and Final Results to United Way

- Notify United Way of proper spelling of names and correct giving information for each Leadership Contributor. United Way will use your list as a check against pledge cards.

- United Way maintains a strict policy of confidentiality and only after donor approval, are Leadership Contributors listed in printed materials. All internal company lists and United Way donor information should be treated with the highest sensitivity throughout the campaign process.
- United Way will combine gifts of couples from the same or different companies for Signature Club or Alexis de Tocqueville Society recognition.

Planned Giving

Present the additional option of planned giving to prospects. United Way of Greater Union County is seeking to integrate planned giving into the annual campaign. A growing number of our donors are looking for alternative methods of giving. They are seeking opportunities to maximize their giving potential beyond the limits that the traditional United Way giving methods allow. The following are some of the ways United Way donors are leveraging their gifts.

Appreciated Securities:

Giving appreciated securities offers you a two-fold tax savings:

- You avoid paying any capital gains tax on the increase in value of your securities.
- You receive a tax deduction for the full fair market value of the securities on the date of transfer to the United Way account. For income tax purposes, the value of such gifts may be deducted up to 30% of adjusted gross income, with an additional five-year carry forward.

Consider the following example:

You decide to make a \$10,000 charitable gift to the United Way to help the community. You usually make your gift by payroll deduction or check, but decide to see whether a gift of stock would be more fiscally beneficial.

You purchased 100 shares of XYZ Corporation in 1985 for \$2,000. Today the shares are worth \$10,000. An outright gift of the stock to United Way would result in a charitable contribution deduction of \$10,000. In addition, there is no tax on the \$8,000 of appreciation.

Gifts of Life Insurance

If you own a life insurance policy that is no longer needed, consider it as the perfect vehicle for a United Way contribution.

- To receive a charitable deduction, name United Way as both the owner and the beneficiary of the policy. If the policy has a cash value, you can take a charitable deduction approximately equal to the cash value at the time of the gift. If annual premiums are still to be made and you continue to pay them, those premiums will become tax deductible each year.

Life Income Gifts

Life income gifts allow you to transfer assets over to United Way now, and continue to receive the income from the cash, stock or other property contributed. A life income gift can allow you to:

- increase your income for life;
 - receive a generous charitable tax deduction in the year of the gift;
 - complete avoidance or delay of capital gains tax on assets that have increased in value.
 - life income gifts can be made through trust arrangements called *unitrusts or annuity trusts*.
- A unitrust provides you with a fixed percentage of the fair market value of the assets in the trust.

The income received will vary from year to year based upon how the trust's investments perform.

With an annuity trust, you receive a fixed amount from the trust. This amount is agreed upon when you create the trust; it remains constant, no matter what happens with the stock market or interest rates.

Charitable Gift Annuity

In exchange for your irrevocable gift of cash, securities or other assets, United Way of Greater Union County agrees to pay one or two annuitants a fixed sum each year for life. The older the designated annuitants are at the time of the gift, the greater the fixed sum.

Bequest

United Way of Greater Union County can be named as a beneficiary in a will in a couple of simple ways.

- An outright gift of funds or property could be specified.
- The United Way could also be named as a remainder beneficiary to receive funds only after specific sums have been paid to individual beneficiaries.
- In most cases you can easily add United Way to your will through a simple amendment called a codicil.

Your planned gift will need to be suited to your individual needs in order to be the most beneficial. Please check with your accountant, tax attorney or other tax advisor for additional information on how these general rules apply to your situation.

Sample Letters to Support Your Workplace Campaign

Use these letters to announce your campaign and thank the employees when it is complete.
Simply copy and personalize to your organization.

CEO to Employees (to announce campaign)

At (Company name), we've earned a reputation for caring about the communities where we work and live.

Every year, we get a chance to demonstrate that community spirit and leadership by taking part in our local United Way campaign.

When you support United Way of Greater Union County, you support the only charitable organization that offers a holistic approach in answering the most pressing needs of the community. United Way leads the community in the development of a collaborative vision of community services and impact.

You become part of the single largest annual fundraising campaign in the county. Your gift is multiplied because it joins with tens of thousands of other individuals' donations and contributions from businesses and foundations. These investments in our community through United Way helps people in Greater Union County grow and thrive. United Way of Greater Union County is efficient, transparent and accountable, so you can feel great about giving.

By giving to the Community Impact Fund, you support Greater Union County's only renewable and sustainable community fund. Teams of trained and experienced volunteers invest these resources in programs that maintain our safety net of services AND in programs that meet community priorities and produce measurable and beneficial results.

United Way of Greater Union County collaborates with diverse groups, all focused on building stronger communities and striving to create long-term solutions, not short-term fixes. Working with community leaders, businesses, government, non-profits, schools, foundations, employees and YOU, United Way seeks to eliminate duplication, leverage giving and find the most efficient and effective answers – because community impact is what matters.

Please join me in supporting this year's effort by contributing as generously as you are able. Because of you, our community will be a better place to live, work and raise a family.

Thank you!

To Union Members (to announce campaign)

The labor movement and United Way of Greater Union County have a lot in common. Both exist to help people. Both have support of working men and women throughout the community. And both believe that every individual should be treated with dignity and respect.

Since 1946, organized labor has enjoyed a cooperative relationship with United Way — assuring that needed services are available to members, their families and their communities.

With the kickoff of our annual United Way campaign on (date), it's our turn to give back to the community to ensure that help is there when we need it. When you are asked to make a pledge this year, I hope you will join me and give as generously as you are able.

Because of you, our community will be stronger for generations to follow.

Thank you.

To Retirees/Volunteers (to announce campaign)

As you know, employees of (company name) have always joined forces supporting United Way to help meet the needs of our community. Together, we've made a difference in the lives of many people. We want to thank you for your past participation. Our United Way campaign is about to begin, and we are inviting all active and retired members of our (Company Name) family to join us in supporting United Way.

When you contribute to United Way of Greater Union County you support the only charitable organization that offers a holistic approach in answering the most pressing needs of the community. United Way funded programs that assist people in all walks of life, from birth through their senior years.

United Way of Greater Union County has a remarkable approach to fulfilling the community's needs. It enlists the voluntary support of people from all walks of life, keeps us informed about our community's needs, and allocates donations accordingly. Most importantly, United Way remains a constant resource to all of us.

United Way of Greater Union County collaborates with diverse groups; all focused on building stronger communities—striving to create long-term solutions, not short-term fixes. Working with community leaders, businesses, government, non-profits, schools, foundations, employees and YOU, United Way seeks to eliminate duplication, leverage giving and find the most efficient and effective answers – because community impact is what matters.

Please join us in contributing to our annual campaign. Just fill out the enclosed pledge form and return it with your check payable to United Way of Greater Union County.

Thank you for investing.

Thank You from United Way

Dear Community:

Thank you for your generous contribution to United Way of Greater Union County. You can be assured that our teams of experienced, dedicated volunteers are investing in programs that have a measurable impact on the lives of people right here in our community.

In fact, United Way's Early Learning programs are focused on enhancing the quality of local childcare centers to ensure children are well prepared to learn and succeed in school and in life.

United Way's 2-1-1 helpline also supports thousands of local families by connecting callers with community resources that can help answer their human service needs.

You should be truly proud of your efforts to help make our community a better place for us all to live, work and raise a family.

Thank you.

Thanking Your Employees

Dear Employees:

Once again, you've helped make our United Way of Greater Union County fundraising campaign a success. We've shown that as individuals and as a company, we care about making our community a better place to live, work and raise a family.

You can be assured that our teams of experienced, dedicated volunteers are investing in programs that have a measurable impact on the lives of people right here in our community.

In fact, United Way's Early Learning programs are focused on enhancing the quality of local childcare centers to ensure children are well prepared to learn and succeed in school and in life. United Way's 2-1-1 helpline also supports thousands of local families by connecting callers with community resources that can help answer their human service needs.

Sincerely,

Exciting Campaign Ideas

Contests:

- Guess the company grand total
- Guess the number of participants
- Answer United Way trivia questions
- Softball games
- Name the agency of the day
- Find the fastest runner, rope jumper, speed walker
- Costume contest
- Write a United Way song
- Pie throwing contest
- Tricycle races with managers
- Identify baby pictures
- Best theme for the campaign
- Most creative fundraising tool
- On-line auctions
- Pumpkin carving contests

Special Events:

- Company or department Day of Caring
- Lunch with the CEO
- Picnic (i.e. games, raffles, Olympics)
- Clothing drive
- Holiday gift or food drive
- Bake-off and craft sale
- Golf outing or miniature golf
- Talent show
- Holiday rose for favorite co-worker
- Employee or children's art exhibit
- "No Talent" talent show
- Balloon-A-Grams
- Casual day, hat day, ugly shoes day
- Karaoke party
- International food day
- Diversity events

- Health and giving events (i.e. stress reduction classes, yoga classes, personal trainer)
- Car wash
- Funniest home video
- Bad art sale
- Sumo wrestling
- Silent auction

Incentive and Prize Ideas for Givers

- Parking Place
- Afternoon off of work
- Lunch with the boss (out of office and the boss pays)
- Casual day
- Recycled/revolving award or certificate
- Weekend hotel accommodations
- Restaurant/video rental certificates
- Movie/game/play tickets
- Sweatshirt recognizing employee as donor (allowed to wear to work)
- Music lessons (piano, voice, guitar, etc.)
- Use of co-workers cabin (week, week-end)
- Use of co-workers boat for a day/weekend
- Day off with pay
- Shares of stock
- Extended lunches and/or breaks
- Extra breaks
- Free babysitting
- Snooze day (allowed to come in late)
- Vacation day on birthday
- Golf with the boss
- Open soda machine in break room if company reaches group goal
- Home baked cookies every month
- Plant or flowers every month

- Surprise envelope (great auction item)
- Help with income taxes
- Corporate frequent flyer certificates
- Boat ride
- Help with yard work (raking, planting, shoveling snow)
- Use of pool - hold party with friends (food and beverages provided)
- Limo ride with a restaurant certificate
- Paid day off to volunteer at a United Way agency
- Professional massage
- YMCA membership for a year
- Lottery tickets
- Oil change
- Free dessert from the cafeteria every Friday, every month, etc.
- Candlelight dinner for two
- Haircut/manicure/facial/pedicure
- House painted (volunteers and paint supplied)
- Autographed memorabilia
- Dog washed by boss or co-worker
- Car washed by boss or co-worker
- Homemade afghan, quilt, etc.
- Oven cleaning, housekeeping/maid service
- Use of company car for week/month
- Family portrait by company photographer
- Hot air balloon ride
- Computer program lessons from a knowledgeable employee
- Wallpaper a room in your house (volunteers and wallpaper supplied)
- Chances to attend United Way Victory Celebration with the CEO
- Opportunity to "name a room" (conference room with plaque displaying chosen name)
- Framed artwork for office or work area
- Secretary for a day
- Leave 1-hour early/come in 1 hour late
- Office redecorated or cleaned
- Health Club membership
- Shopping spree \$\$
- Cellular phone for a year or free airtime
- Switch jobs with the boss for a day
- Casino trip and mad \$\$
- Pizza party for you and 10 friends
- Coffee and doughnuts if group goal is met
- Visit from Santa to your home, including pictures taken and small gifts for children
- Visit from Easter Bunny - baskets for kids
- Lunch with celebrity (someone at work must know a local celebrity!)
- Company mugs, hats, coasters, pens, letter openers, magnets, Frisbees,
- Luggage
- Golf lessons, round of golf included
- Gas and car wash gift certificates
- 2 hours of free long distance phone calls
- Family pictures put into video format and set to music
- Clown or magician at your child's next birthday party
- Hot tub (free rental for a weekend)
- Around the World (pack of restaurant gift certificates of different cultures)
- Car started & windows scraped every day for a week in January by the boss

Campaign Themes

- Be a Champion for Your Community
- Be a Star in Someone's Life
- Be Somebody's Hero
- Caring is Cool
- Caring in Our Business
- Caring Works Magic
- Catch the Caring Spirit
- Catch the Spirit
- Catch the Winning Spirit
- Celebrate the Caring Spirit
- Changing Lives The United Way

- Community Spirit at Work
- Disney Day for United Way
- Experience the Joy Together
- Fill the Well of Hope
- Follow the Sun
- For the Kid in Each of Us
- Generate a Spirit for Caring
- Give From the Heart and Make a Difference
- Give Life a Lift
- Give Love The United Way
- Give Your Way With The United Way
- Give Wholeheartedly
- Giving Hope
- Go For the Gold
- Heart to Heart
- Help Brighten Tomorrow
- Help Build a Better Community
- Help the Sun Shine In
- Helping Everyone Everyday
- I Love Helping, Caring, Giving, Sharing
- I'd walk a Mile for the United Way Campaign
- Imagine What We Can Do Together
- Insure Your Future With United Way
- Invest In Your Community
- It Only Takes One Be the One
- Join the Winning Team
- Keep the Miracle Happening
- Let the Sun Shine In
- Let's Make the Difference
- Lift Someone's Spirits
- Love - Keep it Working
- Love is working
- The Magic is you
- The Magic of Life is Giving
- Make a Change for the Better
- Make it Happen - Give to United Way
- Make Your Life Shine
- Making it Happen
- Making Your Community a Better Place
- Neighbor Helping Neighbor
- Orchestrating a Change through United Way
- Our Community Needs Us
- Our Team Works
- Paint a Brighter Tomorrow
- Pitch In & Give
- Play a Starring Role In Your Community
- The Power of Caring, The Power of Love
- The Power of Victory, the Power of You
- Put Your Heart into it
- Reaching New Heights
- Reaching the Big Top
- SCORE for the United Way Campaign
- Set the Spirit Free
- Share a Dream, Share Your Love
- Share the Sunshine In Your Life
- Share with Pride
- Shine on the Community
- Soar With Us
- Take Stock in Our Community
- Teaming Up for Tomorrow
- Together Our Star Shines Brighter
- Touch Someone's Heart
- The United Campaign Challenge
- United In Sharing
- The United Way is An Uplifting Experience
- United We All Win
- We're Up On Our Community Way
- We've Done a Lot, But There's Still a Lot to Do
- What the World Needs Now
- What We Do Today Can Change the Future
- Working Wonders Together
- You Give Hope
- Your Gift Works Magic
- Your Kids - My Kids - Our Kids

Putting the Fun in Your Campaign

It's always important to find new and exciting ways to energize your workplace giving campaign.

The following are some ideas that you might consider:

Appreciation Grams

Appreciation grams are sent to co-workers in the office on an ordinary day or in connection with a holiday such as Valentine's Day, Easter, Halloween, May Day, etc. Appreciation grams consist of little notes with words of thanks, recognition, or good wishes. Along with the note include a bag of candy, a Mylar balloon or flowers. Some examples include: jelly beans for Easter, Hershey Hugs for Valentine's Day, pet rocks for a 70's theme, candy corn for Halloween. Take pre-orders for one week in the break-room. Write down the names of the sender and receiver so they can be delivered at a later date. Notes can be computer printed generic messages, or at time of purchase, purchaser can hand write a note of appreciation.

Backyard/Parking Lot Bar-B-Q

Determine costs of set-up. Set a sale price for the Bar-B-Q. Pre-sell tickets to the event. The event may also be set up as a potluck picnic with everyone bringing a dish to share. Items that need to be purchased include: paper products, meat and fixings, buns, beverages, grill, lawn chairs, tables. Set-up outside. You may wish to include a volleyball net, Frisbee, music, etc. as time and space allow.

Bake Sale

Homemade or store bought items are brought in such as: cookies, pies, muffins, bars, cupcakes, fudge, and candy. Arrange baked items on a table to be seen throughout the day. This is a single-day event; chance ticket sales (\$0.25 a piece) begin that morning. Chances may be sold at the reception desk, in the lunchroom, and during lunch. Committee members draw names of winners at the end of the day and deliver items to the winners.

Bingo - Five A Week for Five Weeks

When employees turn in their pledge card at the start of the week, they receive a Bingo card in return. The sooner the card is in, the more chances there are of winning because a new Bingo game is called each week for five weeks. The week's winning numbers are pre-determined and only one winning card is made each week. Make enough different cards so that it is not obvious who holds the winning card, and then make copies. Each day of the week a number is posted and players mark their cards. By Friday a winner is determined and he/she receives a prize. At the end of the week, dead cards are exchanged for new ones. This game continues for five weeks.

Brown Bag Day

Choose a day to designate as Brown Bag Day. Hold the event every month or alternating months. Staff should bring bag lunches on the designated day and money ordinarily spent on lunch out of the office is collected. Post quarterly results of Brown Bag Day in a visible location, enabling employees to see the results of their efforts.

Building for Our Future

Play on the construction and building theme, decorating a meeting room with bricks, tools, and a poster board with the foundation of a house drawn in. The house is built as the company becomes closer to reaching its campaign goal. Campaign committee members may wear hard hats and tool belts at the kick-off meeting.

Set a toolbox out on display. Refer to the staff as the “tools of the community, which have come together to build for our communities future.” Arrange a day in which employees may 1) participate in a United Way Day of Caring or 2) volunteer to assist with a United Way agency construction project in place of work for that day.

Casual Day

Every Friday, employees have the opportunity to purchase coupons for a Jeans Day or Casual Wear Day for the following workweek. Cost is \$1 for one day of casual attire or \$4 for a week’s worth of casual days. Give buttons to employees purchasing weeklong coupons. Buttons state, “We wear jeans to show support of United Way.” Give stickers to daily coupon holders with same message. This publicizes campaign among co-workers and offers customers an explanation for the casual attire.

Catch the Spirit

1. Arrange a kite-making, kite-decorating or kite-flying competition. Hold awards for the smallest, largest, most creative and highest flying kites.
2. Create office displays with kites, windsocks and mobiles. Afterwards, donate exhibit items to a youth related agency.
3. Team up with a United Way funded youth program. Adults and children spend the day together making and flying kites.
4. Order a kite shaped cake to celebrate the start or finish of the campaign.

Chili Cook-off

Employees sign up to bring homemade chili for lunch at the office. For those who just want to help, ask them to bring napkins, utensils, and bowls. Donations such as breadsticks, cheese garnish, sour cream, and beverages may also be added to the luncheon. Spice up the event by encouraging a western theme with employees dressing up in cowboy hats and bandanas. Bowls of chili are sold for a set price such as \$2 a bowl.

Christmas Cookie Sale

Call bakeries for cookie bids. Determine the cost and selling price. (Charge \$0.75 more per dozen than the cost.) Check to be sure the bakery will package in dozens, if not the committee will need to package. Have sign-up sheet to take preorders. Selling hints: they make great gifts, saves time from baking and buying at a store. Order, then have committee pick-up cookies in the morning and deliver treats to work.

Craft Sale

Advertise the craft sale ahead of time in the company newsletter, bulletin board, email enabling participants time to make (or buy) crafts. Place items on a display table, each with its own jar to place purchased chances. Employees purchase chances, fill out name and place it in a jar corresponding to the item they desire (example: \$0.25 each or 5 for \$1.00). Run the sale for a week, allowing employees to check each day on their odds by looking at the number of tickets in the jars. At the end of the week, the Committee draws names and delivers the items to winners.

Disney Day for United Way

Cut out badges in the shape of a Mickey Mouse head, write “Disney Day for United Way” on them, and sell them for \$1. (Money goes to United Way.) Allow employees who buy the badges to come to work in jeans and encourage them to wear a T-shirt or sweatshirt with a Disney character on it. They must wear the badge if they wear jeans. Encourage anyone who has Mickey Mouse ears / hats to wear them also. Hold drawings for Mickey

Mouse items - cups, pens, hats, etc. If possible, get "Mouseketeer Club" theme song and play over the PA system as employees arrive for work.

Employee Car Wash

Recruit a team of car-washers (consider involving managers) and determine shifts. Team members bring sponges, rags, soap, buckets, hoses, radio, etc. on day of event. Set up wash site in employee parking lot. Wash tickets may be purchased in advance (\$3-\$5) or simply recruit cars on wash day. Car washers get keys from co-workers, pick up vehicle, and bring to the wash site to be cleaned. Return washed cars to parking places. Workers never have to leave the office! Another option is to set aside a reserved parking area for employees to park in the morning, leaving keys in the car to be moved if necessary.

Employee Cookbook

Ask employees to bring in their favorite recipes from home. Research publishing companies to print the collected recipes in a book format, or do it in-house. Plan on a two to six month time period for the preparation and printing of the project. Take pre-orders after determining price per copy with the publishing company. Profit earned from the sale can be added to the United Way donation from your company. Order extra books for last minute shoppers. (Those who have done this always run out!)

Game Show Giving

Have a new Game Show theme every day for a week. Use the information in the campaign materials to get your answers. Let employees know ahead of time that they should keep these materials for use in the games. For each game, you must make a display board and place it in a heavily traveled area like the hall way or cafeteria. Make up individual answer sheets for each game and place them beside the display. Make a drop box for their answer sheets and place by the display. Each evening, you and your committee goes through the answer sheets and from those who got 100% right, do a drawing for a prize. Announce the winner of Day 1 over the intercom (if possible) or list their name near the next day's game display to get some excitement going. Do this with each day's winner.

Gold Fish Race

Gold Fish are ordered from a pet store ahead of time, picked up on racing day, and sold to employees (minnows or rats work as well). Employees may be asked to place orders ahead of time to determine exact Gold Fish needs, yet remember to include the chance of casualties in your order. Nets for catching fish and small plastic bags for putting individual fish in (especially if employees are to take them home) are also needed for this event. Serve Gold Fish crackers and punch as a snack. Each fish is given the opportunity to race down a gutter section (with end caps), which can be purchased from a hardware store. An example would be to have five fish in five separate gutter sections go at one time. Winners are determined by a process of elimination leading up to a final heat. First, second, and third place winners are awarded ribbons and fish bowls to take their prized fish home.

Identify the Baby Photo Contest

Employees bring in a favorite baby picture, writing their name on the backside. Pictures are numbered and posted on a bulletin board. Employees purchase a chance to match co-workers with baby pictures. When purchasing a chance, give purchaser a numbered sheet with blanks to write their guesses. Have them put their own name at the top and turn in. Employee with the greatest number correct wins a prize! Remember to have more than ten prizes on hand in the event of a tie.

Indoor Mini Golf

This indoor event is great for swinging away those winter blues! To make the event a contest, have each department design a creative hole using only materials already in their department. Examples include: waste-baskets, letter trays, reams of paper, machine parts, etc. If possible include a shot from the roof. The employee committee rounds up some clubs and staffs the course during the lunch hour for the week of the campaign. Employees play the course as often as they like for a small fee. The CEO serves as the pro, challenging the employee with the winning score to a sudden death playoff on the final day of mini golf. Prizes are awarded to the department with the most creative hole and to the best mini golfers.

Let the Race Begin

1. For this auto-racing theme, create a large goal poster that looks like an Indy racetrack to set the pace of your campaign race. Use Velcro cars to measure progress along the track as the company moves closer to the finish of the campaign.
2. Decorate main room with race flags, jerseys and auto racing posters.
3. Hold your own auto race with radio-controlled cars in the parking lot.

Life is Not a Spectator Sport - Go the Distance

1. At the start of the campaign, hold a kick-off meeting explaining touchdowns (accomplishments of previous years), penalties and receptions (areas needing improvement), and huddles (ideas for the coming campaign).
2. To launch the campaign, hold a tailgate party in the parking lot or at a park. Arrange to have the party at the same time as a local softball or baseball game and cheer on your home team.
3. Throughout the campaign hold sport fundraisers such as a slam dunk/shootout contest, volleyball tournament, football toss, etc.

Movie Trivia Quiz

This quiz can be completed at workstations & returned to an appointed person to tally the scores. You can match the actor/actress with the movie, match the quote with the movie, or combine. The highest score wins a prize. In case of a tie, a drawing will be held. Winners can be announced at a group lunch at the close of the campaign.

Ornament Raffle

Buy or have donated an artificial tree, which can be stored and used annually. Employees bring in ornaments either purchased or handmade to hang on the tree. Tree may be kept up and ornaments collected for the entire Christmas season. After all ornaments are collected, most valuable ornaments are selected to be raffled first, giving all a fair chance at high valued ornaments (Hallmark Keepsakes, Precious Moments, etc.) Employees purchase chances for the ornament raffle (example: \$0.25 or 5 for \$1.00) and names are drawn.

Paint a Brighter Tomorrow

1. The Rainbow is traditionally a symbol of hope for the future. Create a poster board with a Rainbow and Pot of Gold at the end, the campaign goal serving as the gold.
2. Create a rainbow by layering jellybeans in a clear jar. Hold a "guess how many" contest, with the winner receiving the jar of jellybeans as his/her prize.
3. The big event is a team relay race. Each department wears a different color T-shirt so that all colors of the rainbow are represented. Each color/department represents a particular United Way agency.

4. Encourage employees' children and grandchildren to participate in a rainbow coloring contest. Display the poster entries throughout the building. Use rainbow-colored strands of lights for further decoration.

Pirates of the Caribbean

For those who don't want to grow up like Peter Pan, this event will be a lot of fun. Decorate meeting room or lunchroom with cut out palm trees, starfish, waves, etc. Bring in shells and fishnets to add to the decor. Bring in a chest with a key that will be your treasure chest, fill it with secret prizes. Otherwise make a treasure chest out of a large cardboard box with gold and silver foil pasted on the outside. Employees purchase a key (either real or cut-out cardboard keys) from a volunteer dressed in a pirate costume. Cutout keys are numbered and the winner of the treasure chest is determined by a drawing. Real keys are tried in the lock, the winner being the person with the actual chest key. Make a treasure map and mount it on the wall. The display shows the progress toward campaign goal with a pirate ship crossing an ocean, in search of desert islands, with an "X" to mark the spot (goal).

Potpourri Luncheon

Participating employees bring a hot-dish, appetizer, salad, side, dessert, etc. to be shared. Paper products are also needed for this event. There is no sign-up for this event. Items brought in are completely random. Employees pay \$5 to fill their plate and sample everything in the room. If your company has their own cookbook, the theme could be A Potpourri of Company Recipes. Participants must make a dish out of the employee cookbook.

Put Yourself in Their Shoes

Encourage the wearing of crazy/funky shoes the week of the campaign. Hold a campaign kick-off lunch with foot-long hot dogs, Shoestring taters, Corn chips, SOFT SHOE drinks and SOLE music (Blue Suede Shoes, These Boots Were Made for Walking). To start the campaign and to get across the meaning of the theme, host guest speakers from United Way funded agencies, or have guest speakers from within the company, speakers relate their experiences with United Way and personally ask people to put yourself in my shoes. Keep track of fundraising progress with a poster board designed with a track and moveable (Velcro, magnetic board, etc.) racing shoes that come closer to the finish as the campaign evolves. Hand out Thank You's at the end of the campaign, tied with shoelaces.

Quilting Quest

Employees purchase a 10x10 cloth square. The square becomes their piece of the larger quilt. Instead of purchasing, pieces of quilt may be given upon returning ones pledge card. Employees decorate their piece with photos, drawings, embroidery, words, pieces of fabric, etc. which identify their personality. Use your imagination! The pieces are collected and displayed together on a wall in an entryway. Yarn, colored tape or similar material is used to section off the individual square on the wall. An ambitious Sewing Bee may sew all pieces together as well. Quilt shows how each individual "unites" with others in the quest to make a difference in the community. Raffle off finished quilt.

Reach for the Goal

Tie together the title with an Olympic theme. The company wins the gold medal when the campaign goal is reached. Create a poster with a bronze, silver and gold medal goal. The Opening Ceremonies are the kick-off to the campaign, explaining the goal and theme. Symbolic passing of the torch from last year's campaign chair to the new chairperson. Hold a mini-Olympics with employees forming teams of three or more. Events include hula-hoop relay, tricycle race, basketball dribble, tug-of-war, 100-yard dash, mile relay, and sack race. Winter Olympic events include cross-country ski relay, the luge (fastest sled), tug-of-war in the snow, best snow sculpture, team members push-pull each other in a sled race and snow football. Charge an entry fee for teams, offering prizes for the winning team along with souvenir gold medals. Conclude the Olympic campaign with an awards ceremony, awarding Olympic winners as well as all employees for their campaign efforts.

Root Beer Float Sales

Seek donations or purchase root beer and vanilla ice cream. Other items needed include straws, spoons, cups, and ice cream scoopers. Have committee schedule work shifts. This popular event works well during lunch and breaks in the summertime. Remember a freezer will be needed to store the ice cream if the event is held all day.

Shave the Boss' Head

Employees attempt to reach company goal. If they succeed or exceed the goal, boss agrees to shave off his or her hair (heads of hair or mustaches and beards for men). Create a chart to keep track of set company campaign goal. Have a photo image or drawing of boss without hair at the top, displaying result of reaching goal, or show progress posters with the slow removal of hair, as the employees get closer to the goal. Employees who make contributions are given the opportunity to vote on whether or not the CEO will have to shave. Host a celebration party with the boss shaving his or her head/mustache/beard at the event.

Team Chia Pet Contest

Employees will need to divide into teams and choose a team captain. Each team will care for and provide food, clothing, and shelter, for their Chia pets (Sun lamps, Rapid Grow, and sweet-talking are all fair game to grow your Chia Pet) Judges will need to be chosen for the contest; results can be announced at a closing luncheon, winning team receives an extra hour added to one of their lunch hours.

Team Weight Loss

Develop teams (4-10 people) of employees willing to lose pounds for profits. Each team member pays a fee (a United way contribution) to enter the competition. At the start date, all employees' weigh-in & record their starting weight (honor system may be used). Pick an ending date for the final weigh-in. The team that together loses the most pounds wins. Employees may choose to weigh themselves at various times throughout the competition to brag to competing teams, encouraging competition. Elect a team captain to tally final weight loss results of the team. Give the winning team a lunch out as their reward!

The Power of You

1. Committee members dress as Power Rangers at the company rally. Use power tools as part of the theme, recognizing the employees as the tools of the community.
2. Play off of the gladiator theme. Hold power contests such as sumo wrestling match (renting costumes).
3. Give reminders to turn pledge cards in with bags of cheerios, enforcing the "Power of You". Hand out Power Bars with thank you notes or donation reminders.

Tricycle Races

Create teams each with of three to four riders. Teams are named and publicized in advance, allowing employees to make pledges or bets on the winning team. Team members ride large tricycles (rent or arrange to borrow from a cooperating store) through a predetermined course through the office. Possibilities include: through hallways, lunch/break rooms, around cubicles, chairs, and in and out of offices. Have course marked with signs or tape on the floor. Fans are able to watch and cheer from different areas around the office. The race is designed as a relay. Team members may pass off a flag, pinwheel, teddy bear or similar item to their succeeding team member. Remember to take pictures for the company bulletin board or newsletter!

Game Ideas

Jeopardy

Have 5 - 10 answers about United Way, the agencies, etc., on a board. Make up play cards/answer sheets and have the employees write down the questions & drop them in the box.

Wheel Of Fortune

Have several puzzles related to United Way, such as the campaign chair, agencies, theme for that year, etc., (give them vowels for free) and have employees write down their guesses & drop them in the box.

The Price Is Right

Using allocations information for United Way programs & services, have employees match the allocation amount with the program.

Family Feud

Using a statement from the campaign materials like: United Way agencies that support Older People. Have the employees list the agencies on a sheet (assign equal points to them).

Let's Make A Deal

Go around the office and ask random United Way-related questions to employees. If they get the answer right, give them a prize on the spot. (Works well if you can get the President to go along with you to hand out the prize.)

Who Wants To Be A Millionaire

From the list of donors, draw out names randomly to be the contestants. Ask them to name three United Way agencies that help kids (or elderly, families, etc.) Whoever writes them down the fastest and raises the paper in the air gets to play first. Using the United Way brochure or website, put together some questions about United Way and the agencies for the contestant. (Call the United Way office for help if you need.) Use play money for prizes.

Where in the world is Carmen San Diego? (Or where in Union County is Your CEO or President?)

This is a twist on the kid's educational program "Where in the World is Carmen San Diego?" Have the company's CEO or President go to five United Way agencies and get their picture taken doing something at the agency. When taking the picture, be sure not to have the name of the agency showing (can show part of a sign as a clue if needed. Post one photo each day (on poster board, in an e-mail, Intranet, photocopied hand-out, etc.) with clues. Have employees guess where their President or CEO is in the picture.

Other Ideas

Spaghetti Dinner

Host spaghetti feed and charge for each bowl.

Silent Auction

Simply gather items and create bid sheets, being certain to provide a minimum bid for each item.

Dress-up the Boss

Boss wears a costume voted on by all employees if the campaign goal is reached. Examples: tutu, animal costume, devil costume, etc.

Guess How Many

Guess the number of jellybeans, M&Ms, pennies or other items in a jar. Buy chances to guess. Closest guess receives a prize.

Golf Ball Sales

Collect old golf balls to clean and shine. Employees purchase golf balls (5 for \$1.00) during lunch or breaks.

Recycled Goods

Turn in recycled paper, cans, bottles, etc. and exchange them for money for the United Way.

Theme Lunches

Add fun to campaign week by hosting a theme lunch such as 50s, 60s, 70s, or 80s, holiday themes, TV shows, sports, Renaissance, etc.

Bakery Cart

Wheel a cart of bagels, doughnuts, Danishes, coffee and juice through the office, collecting United Way donations in exchange for the goodies.

Boss Cooks for You

Have a special breakfast at which top managers cook for all donors.

Wall of Fame

Put pictures on a wall recognizing employees who have been contributing for the most consecutive years.

Buck Coupons

Give everyone who attends campaign meetings a buck coupon that can be redeemed in the company cafeteria or company store.

Just Desserts

Campaign committee furnishes the main dish but sells desserts for \$1.50 or more with proceeds going to United Way.

Best Photo Contest

Employees submit photographs taken at campaign and celebration events. Photos are displayed on a bulletin board and judged by committee, with the best photo receiving prizes such as a new camera, free film developing, photo album, camera carrying case and film.

Easter Egg Raffle

Fill plastic Easter eggs with raffle numbers. People buy eggs or "chances" for springtime prizes such as Easter lilies and gift baskets.

Food Fight

Divide into two or more teams and elect captains. Team members collect money and turn it in to captain. Team raising the most money is awarded a pizza/sub party, which they may verbally throw into their competitor's faces.

Buttons

Give all who donate a button stating, "I gave to United Way."

Garage Sale

Find a volunteer willing to loan garage space or use work site after hours. Two or three weeks before the sale, employees bring in sale items which volunteers price and sell day of event. Advertise within the company and outer community.

Tourney Time

Hold a broomball, softball, tee-ball, kickball, racquetball, tennis, volleyball or ping-pong tournament.

Karaoke Contest

Hold a contest to determine who has the best and worst karaoke talent. Coworkers may buy votes ahead of time to elect the "Star of the Show" who will sing the first song. Charge an entrance fee for the show.

Jail And Bail

Hold in correlation with an employee picnic or carnival. Have a "Catch and Cuff 'Em" Jail booth where employees pay to have co-workers, supervisors, managers or executives incarcerated for short periods during the event.

Team Tees

Design a T-shirt with your company logo joined with the United Way logo to give to contributing employees who "team up" in the United Way effort.

Slogan Contest

Employees develop in-house campaign slogans/themes. The committee picks the top ten, which are then voted on by the entire company, the winner receiving an award.

Wild West

Employees dress in cowboy/cowgirl attire. Works well with a BBQ or chili cook-off.

Grease

Have employees cast ballot for which members of the Executive Team should dress up like characters in the musical Grease (or any other popular movie / play). Have them stand in front of the assembly of employees and let employees pick the best look-alike by loudness of applause. Charge them \$1 per vote, with proceeds going to United Way.

Thank You!

As your campaign ends, it is important to announce the success of your United Way efforts and thank those who were involved in the campaign. Giving to the United Way should make people feel good about caring. When their generosity is acknowledged, they feel even better.

Who to Thank

- Your Campaign Committee/Campaigners
- Everyone who contributed
- Leadership Givers
- Contributors who increased their gift by a significant amount

How to Thank

- A letter from the management team or CEO to distribute to all employees who participated.
- Internal newsletter to announce the success of campaign, highlight incentive winners, include an acknowledgment from the CEO, or spotlight the department with the highest per capita giving or participation.
- Place a banner in a visible spot showing the total dollars raised.
- Plan a victory celebration where the final results are announced – announce your company's award(s).
- Plan a "Thank You" luncheon to recognize employees for their participation.
- Offer free coffee in the cafeteria one morning.
- Have an afternoon ice cream social.

Donor's Rights

A Donor Bill of Rights

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgment and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.





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