

# CAMPAIGN TIPS



United Way  
of Florence County

**1. MEET WITH YOUR CEO OR MANAGEMENT TEAM:** Make sure all of the employees know that the United Way campaign is supported by management, all the way to the top. Arrange for the CEO to speak at your campaign's kick off event. You can also have your CEO or upper-management sign emails and letters that go out to employees expressing support for the campaign.

**2. CREATE A CAMPAIGN TEAM:** Don't try to do it all alone. Feedback we have received from ECCs says that assembling a small committee or group to help organize the United Way workplace campaign is one of the most important ways to guarantee a more successful fundraising effort. Try to include people from different departments such as marketing & communications, personnel, payroll, and management. This helps to spread the labor, contributes to building a team atmosphere, and produces more creativity.

**3. SET GOALS:** Setting ambitious financial and participation goals are important because it is through an increase in dollars that United Way is able to provide more services to more people. To establish a challenging goal for the campaign, review the results from last year's campaign and ask United Way for "Benchmark Goals" to help give you an idea of what is reasonable to expect. You can also create special incentives for employees who give a certain percentage increase more than last year or for employees who give for the first time.

**4. MAKE A SCHEDULE:** Publicize it, and stick to it. Let everyone know *ahead of time* what events and meetings are planned, when pledges are due, and when totals will be announced. People are more likely to turn in their pledge forms when the campaign doesn't drag on so long that the whole thing becomes a distant memory.

**5. EMPHASIZE GIVING THROUGH PAYROLL DEDUCTIONS:** Giving through payroll deductions is the easiest and most effective way for employees to make the biggest impact they can. Payroll deductions allow employees to give a certain amount each pay period, which is great for employees who cannot give a large donation at once, but can do a couple of dollars every period.

**6. LET UNITED WAY HELP YOU:** We are ready and excited to help you conduct your employee campaign in a number of ways. We can:

- Come and talk to your employees.
- Arrange for UW and agency representative to speak. (A great way to put a personal face to the partner agencies and hear firsthand how your company's donations are used.)
- Arrange for tours of our partner agencies for your employees.
- Respond to any questions, concerns, or comments that might arise among your employees.
- Provide agency and client success stories.

**7. MOTIVATE EMPLOYEES:** Whether or not we admit it, we all respond to incentives. Knowing that you are "doing good" is nice. Knowing that you are doing good AND having a chance to win an extra

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**8. CONDUCT A LEADERSHIP CAMPAIGN:** Leadership Giving allows employees to make a greater impact on the lives of people throughout Florence County and sets your organization apart as a leader in the community. Couples or individuals who give \$500 or more become Leadership Givers. There are five levels of leadership giving:

- Bronze: \$500-\$749
- Silver: \$750-\$999
- Gold: \$1,000-\$2,499

If your organization has a number of people who are prospective leadership givers, you may want to conduct a separate leadership campaign. We can help you with this. See Page 17 for more tips on conducting a leadership campaign.

**9. THANK EVERYONE AND CELEBRATE YOUR SUCCESS:** Never underestimate the importance of a “Thank You”. Send an email or letter out to all employees, regardless if they chose to give or not, thanking them for their efforts and letting everyone know the campaign results. You can also recognize employees or departments who did exceptionally well, and don’t forget to do a special thank you to your campaign committee for all their hard work.

**10. START PROGRAMS FOR NEW HIRES AND RETIREES:** Meet with your company’s personnel department to create a program for year-round solicitation of new employees and retirees. This will help prevent campaign losses due to employee turnover and allow new employees the opportunity to still participate in giving. Page 20 includes an example of a letter you can include in your new hire information packets.

