Your United Way Campaign: Making it Fun!

**Incentives for Employee Participation:**
Here are a few things you could give away to encourage giving:

- Paid time off
- Gift cards/certificates
- Reserved parking
- Door prizes
- Gift baskets
- Corporate promotional items
- Cups/mugs/can huggers
- Pizza parties
- Vendor promotional items
- Weekend vacation getaway
- Movie passes
- T-shirts
- Gas cards
- Tickets to local events
- Extended lunch hours

Some criteria for receiving a gift could be: rally attendance, pledging fairshare, pledging any kind of gift, trivia game winner, or a number of other things. Incentives can also be given to departments or teams for group performance. Groups with the highest per capita gift, 100% participation, or best attendance at rallies could win one of the prizes.

**Fun things to do for your United Way Rally:**
It's always a good idea to spice up a United Way presentation with a few fun activities. Here are a few examples of things to do to liven up the meeting:

- Have a “Casual Dress Day” on the day of the rally
- Provide refreshments
- Create a UW trivia game to spark interest
- Do a theme-based rally (Mexican Fiesta, All American, etc)
- Put up simple decorations
- Organize a skit or humorous speech

**Extra Fund Raising Events:**
These are simple activities you can organize to raise extra money for the campaign.

- "Guess the Baby Photo" Contest
- Bake Sales
- Hotdog/Hamburger Lunch Sales
- Spaghetti Dinner
- Craft Show/Auction
- Raffles
- Golf Tournament
- Bowling Tournament
- Womanless Beauty Contest
Seven Simple Steps to a Successful Campaign

Your United Way Representative or Loaned Executive will help you organize your campaign, plan your meetings, and set goals.

1. Secure CEO Support and Set Employee Goal
   - Ask for CEO’s endorsement in a letter to employees (see sample)
   - Discuss Giving Incentives for Employees with CEO (see back cover)
   - Invite CEO to personally support United Way at meetings and rallies
   - Work with UW Staff/Loaned Executive to set realistic goal

2. Promote Payroll Deduction
   - Work with Payroll Department to organize payroll deduction option for donors
   - Explain and encourage payroll deduction via email or memo prior to rally

3. Plan for 100% Contact
   - Personalize a pledge form for each employee, to ensure they receive it
   - Require all employees to submit a signed pledge card, even if it is for $0.
   - Distribute pledge cards to all employees.

4. Schedule Rallies and Speakers
   - Schedule 20-30 minute rally with CEO, confirming his or her attendance.
   - Notify Loaned Executive or United Way Rep. of rally to arrange an agency speaker.
   - Send memo to employees asking for testimonials from those who have been helped or know someone who was helped by a United Way agency.

5. Hold United Way Rally or Presentation
   - Use sample agenda on next page for a guide if necessary.
   - Require mandatory attendance by all employees.
   - Have employees turn in pledge cards at rally

6. Finalize Campaign
   - Follow up with employees who haven’t returned pledge cards.
   - Tabulate pledge cards, verify their accuracy, and check for signatures.
   - Complete the campaign report envelope by using the checklist
   - Notify your Loaned Executive or United Way Rep. when completed.

7. Thank Employees
   - Utilize internal resources like letters, bulletin boards, email, newsletters, and marquee to announce results and thank participants.
   - Ask the CEO to also thank the employees in a separate forum.

Quick Tip: Agency Tours!

One of the best ways to really generate excitement for a campaign is to conduct an Agency Tour. This is where a select group of employees have the opportunity to visit a United Way Partnering Agency’s facilities and see firsthand the good work that they are doing. Most employees who participate in such tours will share their experiences with their co-workers, and really spread the word fast about the value of contributing to the United Way.

Tours can be customized for your organization. With 38 different member agencies, there will always be an agency which interests your employees. Whether it’s youth programs, adult education, special needs programs, or services for the elderly, there is usually one or two areas which your employees are passionate about. Call your United Way representative to arrange a tour (or several tours) for your organization!
Planning Your Campaign Rally

Sample Rally Agenda

**Distribute Brochures, Pledge Forms & Pens Prior to the Start of the Rally**

**Welcome/Introduction**

Endorsement of United Way by CEO  
2-4 Minutes

**Comments by Campaign Coordinator**

(see example at bottom of page)  
3-6 Minutes

**Employee Testimonial or Agency Speaker**

5-7 Minutes

**Campaign Video**

(prepare & test prior to rally)  
4-6 Minutes

**Closing Remarks from CC and/or UW Representative**

3-4 Minutes

**Collect Pledge Forms**

3-4 Minutes

Facts About Our Partnering Agencies

You may want to use a few of these quick facts about our Partnering Agencies who receive funding from the Wiregrass United Way in your company campaign material.

(Unless stated otherwise, these figures are for services provided during a twelve month period.)

- **200 residents** received disaster shelter services from the American Red Cross, Coffee County Chapter.
- **Elba Public Library** provided internet accessible computers to over 3,700 patrons.
- **The Wiregrass Area United Way Food Bank** provided 1,953,430 meals to citizens of the Wiregrass through various non-profit groups.
- **62,674 meals**, including 34,443 to homebound citizens, were served by the Christian Mission Center.
- **Wiregrass Habitat for Humanity** built 9 homes in the Wiregrass while conducting homeowner education classes; classes include courses on budgeting and home maintenance for new homeowners in 2007.
- **The Boy Scouts of America** instills values in young people and helps them to make ethical choices in life to achieve their full potential. Almost 4,000 young people participate in our five counties.
- **Wiregrass Rehabilitation Center** collaborated with area partners to transport a daily average of 290 individuals who were without transportation and too disabled to drive themselves to training or work.
- **The Boys and Girls Club of the Wiregrass** offers programs in character, leadership, health and life skills development, education and career guidance and performing arts and fitness. 2,570 young people participated in these programs.
- **Coffee County Family Services Center** provided full dental services for 500 low-income children through their children’s dental clinic.
- **East Geneva County Senior Citizens Center** delivered over 3,500 meals to home bound senior citizens.
- **Vivian B. Adams School** offers an environment where 152 mentally and physically challenged individuals can learn basic life skills.
- **6,712 persons** were assisted by the social service office with groceries, clothing, utility assistance or other assistance from the Salvation Army.
- **The American Red Cross** is the official contact for military families to relay emergency messages to their loved one overseas.
- **Catholic Social Services** assists individuals and families with clothing and household items as well as helps with utility, rent, and transportation. They also help with medication and file requests with pharmaceutical companies for free medication.
- **Easter Seals** helps families purchase medicine, communication devices, orthopedic supplies, prosthetics and other medical assistance for those in need.
- **Enterprise Public Library** uses United Way funds to purchase large print books for the vision-impaired and senior citizens.
- **School nurses** can purchase doctor, dental and optometry visits as well as medication for students who do not have access to these services through the Enterprise School Health Services.
- **Reduced tuition and scholarship programs** are made available to families who wish to enroll their children in the Enterprise YMCA’s summer camp.
- **Programs offered by the Girl Scouts foster leadership development and offer self defense classes.** Over young 400 girls participated last year in the SAY NO to Drugs Red Ribbon Campaign.
- **Girls Incorporated** provides programs focusing on self-reliance and life skills, while developing leadership skills and teaching girls to take charge and make positive choices for themselves.
- **Over 300 boys and girls** receive homework assistance, tutoring and encouragement to become self-directed learners at the Hawk Houston Boys & Girls Club.
- **The House of Ruth** provides safe shelter for victims of domestic violence, accompanies the victim to court and teaches them methods that will enhance their safety and that of their children in the event of an encounter with the perpetrator.

Suggestions for Campaign Coordinator Comments

- Introduce yourself & thank everyone for coming
- Give your audience reasons for supporting Wiregrass United Way (see inserted sheet)
- Share your personal feelings about why you support United Way
- Announce any special events/incentives your company may be offering
- Announce your company’s goal
- Ask each person to give at Fair Share level
- Ask each employee to complete his/her pledge card and turn it in before leaving
- Thank employees for their participation

GIVE. ADVOCATE. VOLUNTEER.
Samples for the CEO

If your employees know that the CEO or President of the company cares about the Wiregrass United Way they will be much more open to giving.

SAMPLE LETTER OF CEO ENDORSEMENT

Dear (employee name):

The United Way campaign at (company) will begin soon. I encourage you to to LIVE UNITED as friends and co-workers as we work toward building a better community for all. Your personal pledge will provide funding to 38 human service agencies serving 1 in 4 people in the Wiregrass. One could be sitting next to you right now.

Local agencies do a tremendous job of helping as many people as they can with limited funds, but community needs increase every year. Many people still need our help.

The people at (company) have a history of generous support for United Way. Many of us choose to make a personal pledge. To those of you who have given in the past, I thank you and hope that you will continue your support this year. To those of you who may not have made a personal pledge in past years, I hope that you will take advantage of this opportunity to support so many causes with one gift.

Remember that when you reach out a hand to one, you can influence the condition of all. Please give.

(CEO)

SAMPLE LETTER OF THANKS

Dear (employee name):

On behalf of (company) and the Wiregrass United Way, I would like to express my deep appreciation for your involvement in this year’s United Way Campaign.

Your personal contribution made it possible for us to raise $ (amount) for the 38 agencies serving the Wiregrass. Because of your commitment and the commitment of other dedicated, caring employees like you, the Wiregrass United Way can reach many people with its message and continue to provide needed services to our community.

Thanks again for your commitment toward advancing the common good.

(CEO)

Samples for the Campaign Coordinator

Your enthusiasm & planning will dramatically impact the success of your United Way campaign.

SAMPLE EMAILS

1 WEEKS BEFORE CAMPAIGN RALLIES:

On (date) (company name) will participate in the annual United Way Campaign. The employees of (company) have proven to be very caring and supportive in previous United Way campaigns. Last year, we raised $ (amount) to help 38 agencies throughout the Wiregrass provide valuable services to our community. That would not have been possible without each of you who participated.

This year, we have set a goal of $(amount). This is a (amount)% increase over last year’s contributions, but we feel confident we can achieve it if we all do our part.

I will continue to keep you informed of all the fun activities and exciting contests that we have planned in the upcoming weeks.

Join Hands.
LIVE UNITED.

2 WEEKS BEFORE CAMPAIGN RALLIES:

Dear Employee:

Only 2 weeks away from our annual United Way meetings and we are getting very excited about it. This is the only opportunity that (company) offers us to contribute a small amount of our paycheck through payroll deduction to show our community support. More importantly, that ONE single contribution goes to help not just ONE agency in the Wiregrass, but 38 agencies!

Did you know that . . . . . . . . (insert info from agency fact sheet).

More important info about United Way to follow. Start thinking about how you can help.

Open Your Heart.
LIVE UNITED.

ONE WEEK BEFORE CAMPAIGN RALLIES:

We are only a week away from the opportunity to help so many in the Wiregrass by participating in this year’s annual United Way Campaign at (company). After hearing a few words about how United Way has made a difference in someone’s life, you will be asked to make your personal pledge. (company) has set a goal of $ (amount) for this year’s campaign. We need your help to make that happen.

Please consider giving your “Fair Share” which is just one hour of your pay per month.

Did you know that . . . . . . . . (insert info from agency fact sheet).

Think of WE before Me.
LIVE UNITED.