



# Employee Campaign *STEPS TO SUCCESS*

Thank you for helping with the United Way of Ashtabula County campaign. As the Employee Campaign Coordinator (ECC) you will encourage your coworkers to give their financial support the most important charities in our community. For that reason we want you to be successful and we will give you all the support you need. This outline will help you plan and conduct a fun and successful employee pledge drive.

## *GET STARTED*

1

- Meet with your Chief Executive**  
Securing your Chief Executive's involvement is critical. Review prior results together. Ask him/her to personally endorse the campaign and attend important meetings such as employee presentations.
- Recruit a team**  
You'll do much better with a team that assists you with planning and publicizing the campaign, locating incentives and soliciting coworkers. Surround yourself with a group that is fun, capable, and enthusiastic. Make sure all departments are represented.
- Get to know United Way**  
Attend a training session or visit agencies.

## *PLAN THE CAMPAIGN*

2

- Set campaign goal(s)**  
How much can be raised? How will this effort be better than past years? Involve your team in these decisions.
- Establish the campaign dates and length**  
We suggest two weeks maximum. Long campaigns don't produce better results since it is hard to hold the interest of your team and contributors.
- Develop a public relations plan**  
Create your own theme. Hang posters, place articles in your newsletter, ask the newspaper to cover special events, email updates to coworkers.
- Find incentives and give donors a chance to win them**  
This should be a team effort. Days off with pay are popular. Places you do business with might donate gift certificates. No-cost incentives work well too. The boss could wash cars of employees or give an exclusive parking spot to a lucky contributor. Make sure your employees are aware of the incentives and the rules for winning.
- Plan special events**  
Pies in the face, dunking booths, costume days, jail and bail, raffles, there are a thousand ideas and many places use them. They can add fun and dollars to your campaign. Just remember they are an addition to...not a substitute for regular employee pledges. (See [FUNdraisers](#))

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## USE UNITED WAY RESOURCES

3

- Rely on United Way staff and volunteers**  
They will be happy to help you organize your campaign and train those who are helping you. Call 440.998.4141 or email uw@suite224.net.
- Invite speakers to your workplace**  
Staff or volunteers from our member charities can give your coworkers a firsthand account of how pledges are used and why they are needed.
- Show videos**  
The United Way has several videos depicting local people who have benefited because of the support of your employees.
- Distribute brochures**  
Our brochures are filled with information on United Way agencies.
- Use posters / thermometers / pins**  
Create high visibility and a sense of importance for your campaign.

## RUN THE CAMPAIGN

4

- Kickoff your campaign with an employee presentation**  
Combine seriousness and fun. It will inform your coworkers and bring pledge cards in much faster. Feed them and they will come! (See our suggestions for a successful presentation)
- Make giving easy**  
Personalize the pledge forms and show people the amount they gave last year. Make sure they know what to do with their form after it is completed.
- Stay visible**  
Put those PR ideas to work. Your enthusiasm will keep your employees involved and the campaign running smoothly.
- Keep your employees, management, and United Way informed**  
Use goal posters, emails, and announcements to tell of your progress.

## WRAP-UP

5

- Complete the solicitation process**  
Make certain all employees have had the opportunity to give. Remember those employees on vacation.
- Report your results**  
Let your coworkers know how they did. Announce incentive winners.
- Contact news reporters**  
Get coverage about your generous employees
- Send pledge forms, cash and campaign report to United Way**
- Thank everyone**  
Thank You cannot be said enough. Ask the CEO to write to volunteers and contributors. Say thanks in a newsletter. Personal notes are best.

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# The Employee Presentation

*A great way to insure a successful campaign*

These are group meetings in which employees are provided with important information about our United Way. Employee meetings also provide an opportunity to distribute and collect pledge forms more conveniently. Meeting length can vary from 10 to 30 minutes to meet your needs. Many employers find that it is easier to hold a United Way employee meeting along with an regularly scheduled meeting. A typical agenda would include:

<u>Program Item</u>	<u>By Whom</u>	<u>Time Required</u>
Welcome & Introductions	Employee Campaign Coordinator	1 minute
Endorsement of United Way	Chief Executive	2 minutes
Labor Endorsement (if applicable)	Union Official	2 minutes
Agency Speaker	Agency Representative	5 minutes
Campaign Video	Employee Campaign Coordinator	4 minutes
Explanation of incentives / prizes	Employee Campaign Coordinator	2 minutes
Pledge Forms Distributed / Collected	Team	5 minutes
Closing Remarks & Thank You	Employee Campaign Coordinator	1 minute

## Planning is essential if you want to have a successful meeting:

- Make sure all supervisors know the meeting dates and times.
- Use a room of adequate size so people are comfortable.
- Check video and sound equipment beforehand to insure it works.
- Know what incentives are offered and have clear explanation of how to win.
- Have a plan for distributing and collecting forms to save time. Have pens available.
- Make sure your team knows the agenda and their roles.

The best employee presentations combine elements of fun and seriousness. While we never want people to forget the important work of United Way agencies it is also important that people feel they are appreciated.

A short presentation by a representative from a United Way agency can let your coworkers know just how their pledges will be use and who they help. Our partner agencies do important work and employees like to hear about it. Our videos also give employees a first hand look inside the agencies they will support.

Follow that by describing a chance to win prizes for giving to United Way and a pat on the back for past generosity and you've got a winning combination.



of Ashtabula County

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# FUNdraisers - Great Ideas For Special Events!

## **Fun With Food**

**Hot Dog Eating Contest** employees contribute to enter. Top three eaters win prizes...and Roloids!

**Potluck Luncheon** employees bring their favorite dish. Everyone pays to eat.

**Bake Sale** employees contribute baked goods. All sale proceeds go to United Way.

**Chili Cook-off** charge an entry fee for employees who want to cook up their best recipe for chili, pork, poultry, beans or barbecue. Sell samplings to hungry co-workers.

## **Fun With Management**

**Manager Auction** employees “bid” on the manager they want to work for them.

**Car Wash By The Boss** give people a chance to win a car wash performed by a supervisor. Better yet...the boss can scrape snow and ice off a car in February!

**Pie In The Face Contest** employees pay for the “privilege” of throwing a pie at their favorite manager.

**Manager Goes To Jail** employees bid to put managers in jail. Managers then must purchase “Get Out Of Jail” cards.

**Dunk Tank** need we say more?

## **Fun With Funky Stuff**

**Fear Factor Event** employees pay to participate. Carefully choose trials that employees must overcome. For example, eating canned spinach or other unpopular foods. The winner receives a prize.

**Dance Contest** enough said!

## **Engaging Coworkers**

**Department Challenge** departments compete against each other on various measures. Winners are recognized and prizes given.

**Pumpkin Carving Contest** perfect if your campaign is near Halloween. Employees can vote with their money for their favorite pumpkin carved by coworkers.

**Favorite Team Day** people can pay to wear team jerseys and colors.

**Adorable Baby Contest** post pictures of children or grandchildren. Co-workers pay a set amount per vote for the most adorable child. Ballot box stuffing is encouraged!

**Pet Photo Contest** same as above but with your critters.

*Remember that special events are not a substitute for a well run employee campaign that emphasizes payroll deduction pledges. Special events can add fun and compliment your regular campaign.*

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