

10 Steps to a Successful Campaign

1. KNOW YOUR UNITED WAY

Your campaign will be much more effective if you know the value of United Way of York County:

- ✓ Take a quick look at our 2008 Annual Report – it was designed to be a quick reference guide. The sidebars were created with you in mind: they provide a brief overview of 2008 highlights.
- ✓ Work with United Way staff to arrange a tour of funded program sites for your campaign team.
- ✓ The 2009 campaign brochure and pledge form will be valuable resources for you as well.

2. INVOLVE MANAGEMENT

Your CEO's support is essential to a successful campaign. Ask your CEO to:

- ✓ Endorse the campaign and visibly support it by attending group meetings.
- ✓ Encourage top/senior management to be involved with and support the campaign.
- ✓ Authorize work time for campaign activities.
- ✓ Approve incentives to be used for the campaign.

3. ORGANIZE A CAMPAIGN TEAM

Running a United Way campaign is a lot easier and much more fun when you've got an enthusiastic committee.

- ✓ Ask people from different departments in your company to be part of the campaign team.
- ✓ Include a leadership liaison on your campaign: select someone, with the assistance of your CEO, to solicit leadership donors.
- ✓ Make sure your team members know how important their roles are to your company's campaign.

4. SET A GOAL

Working to achieve a goal helps give your campaign a clear focus.

- ✓ Look at your company's campaign history before setting your goal.
- ✓ Review last year's campaign so that you can build on the successes and strengths, while overcoming challenges.
- ✓ Set a goal based on average gifts, dollars, participation – or a combination.
- ✓ Set a challenging but attainable goal.

5. PLAN YOUR CAMPAIGN

Meet with your United Way Loaned Executive to plan your campaign.

- ✓ Organize, plan and set timelines for campaign rallies and events.
- ✓ Include incentives to encourage participation.
- ✓ Have fun and be creative: do something unexpected – if you and your campaign team are having fun planning the campaign, chances are others will too.

6. PUBLICIZE / PROMOTE YOUR CAMPAIGN

Make sure all of your co-workers know when the campaign is taking place. That way, you can get everyone involved:

- ✓ Include a letter from your CEO or notice of rally times and dates with paychecks to let everyone know your company's campaign dates.
- ✓ Post information on bulletin boards.
- ✓ Email campaign information to your co-workers.

7. HOLD RALLIES

Group meetings are a great way to make sure that your co-workers know what United Way is and how it works. Most people want to understand how their contributions impact the needs of the community. Rallies provide an opportunity for Loaned Executives to:

- ✓ Answer questions your co-workers might have about United Way.
- ✓ Share current information about United Way of York County.
- ✓ Show a video highlighting how dollars donated through United Way are at work year-round.
- ✓ Include a speaker, with advance notice, from one of the programs funded by United Way.
- ✓ Invite everyone to participate in the 2010 United Way Campaign.
- ✓ Tailor their presentation to your company's interests and time constraints.
- ✓ Hold a meeting at whatever time of day or night meets your needs.

8. REPORT AND WRAP-UP

As you conduct your campaign, remind your co-workers of deadlines, and keep everyone informed of your progress as you pass your company goal!

9. SAY THANK YOU

Thanking your campaign team and everyone who participates in the campaign is a critical part of the Campaign Coordinator's role. This will help ensure long-term support and will give you a jumpstart on next year's campaign.

10. MAINTAIN A YEAR-ROUND PRESENCE

Most people hear about United Way once a year during our campaign season. Keep your company involved with United Way year round with:

- ✓ Posters.
- ✓ Articles in your company's newsletter about United Way.
- ✓ Special events to help raise awareness of, and funds for, United Way.
- ✓ United Way Pantry Project.

*Thank you for supporting
United Way and our community!!*

Special Events & Fun-raising Ideas

Special events make your campaign memorable and add some fun. These events can be simple or elaborate. Some are free and others are low-cost. Some are fundraisers, while others are “fun” raisers. All are guaranteed to add promotional and educational value to your campaign. Special events can be one or two major employee events or a series of smaller scale activities.

Here are some examples of the types of special events that have worked well in other organizations:

- ✧ **Brown Bag Lunches** – invite a speaker from a United Way supported program to give a lunchtime workshop on a topic of interest.
- ✧ **Trivia Contest** – host a United Way trivia contest through your company’s e-mail. Individuals who complete all questions correctly go into a raffle drawing.
- ✧ **Host a game show** to highlight knowledge of United Way and funded programs (i.e. Jeopardy, Wheel of Fortune formats).
- ✧ **Putt Putt Golf** – host a golf tournament for your employees.
- ✧ **Breakfast** – have senior management serve a pancake breakfast.
- ✧ **Frozen Turkey Bowl:** Use 2 liter plastic bottles filled with water for bowling pins and a frozen turkey as your ball.
- ✧ **Raffles** – include items such as arts and crafts, baked goods or “theme” baskets, a vacation day or parking spot close to the building.
- ✧ **Management Auction** – employees bid on senior staff members to do their jobs for an afternoon.
- ✧ **Get to know a United Way supported program** – let different departments or groups find out about a United Way supported program and have a poster contest to communicate what they learned.

- ✧ **Host a kids' poster contest for employees' children** – some companies have then used the artwork for a calendar.
- ✧ **Have a day at the races or a road rally** using kids' pedal cars.
- ✧ **Ice Cream or Popcorn Social** – for a fun and tasty afternoon break!
- ✧ **Chili Cook-Off Contest** – Employees cook their favorite recipe and enter it into the contest. Participants pay to sample all of the entries.
- ✧ **Cookbook** – Collect the favorite recipes of your co-workers and publish the results. Sell the book to benefit United Way.
- ✧ **United Way Carnival** – include a management dunking booth and midway games.
- ✧ **Jail 'n' Bail** – Transform an office into a jail cell, then arrest your co-workers as prisoners, and have them make telephone calls to fellow staff members to bail them out.
- ✧ **United Way Program Health Fair** – using displays from funded programs, include games and contests about the various programs.
- ✧ **Dress-Down Day** – for a fee, allow employees to wear jeans to work, or sell buttons that say “I paid to dress this way for United Way.”
- ✧ **Formal Dress Day** – Tired of casual Fridays? Dress to the nines instead with prizes for the fanciest dresses and snazziest tuxedos!
- ✧ **Silent or Live Auction** – using donated prizes or services.
- ✧ **Pie Throwing Contest** – employees vote on the recipients of pies by contributing money to their “jar,” etc. Highest money raisers get the pies.
- ✧ **Pumpkin Carving Contest** – Plan a Halloween theme and hold a pumpkin carving contest. Employees pay a fee (\$5 or \$10) to enter their pumpkin and an additional \$1 to vote. Have different categories so that you can have multiple winners. Entrants can be families, departments or individuals.

- ✧ **Tricycle Races** – set up a course in your parking lot. Remember, the trike you use may never be the same since it was intended for those weighing probably no more than 50 pounds!
- ✧ **Beach Day** – purchase tickets to come to work (one day only) in “beach attire” –bathing suits excluded!
- ✧ **Peer recognition day** – sell balloons which be delivered to other business associates to recognize/appreciate them for what they do.
- ✧ **Ugly Tie/Earring Contest** – Have everyone wear their ugliest tie or earrings to work one day. Employees can vote on the worst one after turning in their pledge form. Take pictures of the winners.
- ✧ **Fashion Hang-Ups** – Employees can bring unique fashion accessories to affix to one of a group of willing managers throughout the day for \$1.00 per piece. In turn, the manager can remove any item for \$2.00.
- ✧ **Book/Video Sale** – Employees donate old books, videos and CDs and sell them at an Employee Entertainment Sale. Might consider \$1 for paperbacks, \$2 for hardcovers, and \$3-5 for CDs and videos.
- ✧ **While Elephant Sale** – Employees donate unique items that others can buy.

Remember that a little imagination goes a long way!