

## **CAMPAIGN 1001: NEW IDEAS FOR OUR RETURNING ECC's**

---

### **INCREASED PERCENTAGE OF PARTICIPATION:**

This year's campaign is all about the three Ps of fundraising: Participation, Participation, Participation. The best way to improve your campaign is to analyze your previous year's campaign participation numbers, and look at how you can increase this number. This is a great opportunity to increase your dollar amount without asking your employees for more dollars. Try some of these strategies! They work -- and you will see your campaign grow with your participation!

- Make certain you are asking 100% of your employees. Most people do not give because they were never asked.
- Promote the campaign by publicizing UWMC's website, UW logos, UW campaign Video and Publicity Posters for elevators, break room, restrooms, etc.
- Introduce the Loyal Donor Program
- Work with your Retirees
- Establish a New Hires Program
- Invite your current donors to ask one non-donor to give
- Suggest a gift of \$10 per pay period, \$5 per week, or \$1 a day
- Create competition between departments
- As the ECC, set an example of giving a gift yourself. It is easier to ask others to give when you are giving.
- Conduct an employee Kick-off celebration with a letter from you CEO inviting them to come to the presentation.
- Publicize what donations will do for our community.
- Publicize "What Your Dollars Buy"
- Have a speaker during your presentation telling them how the dollars helped them from last year.
- Pass out pledge forms before your presentation begins and announce they will be turned in at the end of the meeting.

### **LEADERSHIP CAMPAIGN**

Leadership giving represents 36% of the total United Way Campaign. Many successful campaigns in our community contain a Leadership Component and use this as a kickoff for their own efforts. If you need help in a large organization (more than 50 employees) ask your CEO to

appoint someone to be the Leadership Campaign Manager. Remember, A Leadership Gift is only \$2.74 per day – the cost of a Starbucks Coffee.

### **INTRODUCE THE LOYALTY DONOR PROGRAM**

United Way has created this initiative to identify, thank, recognize and communicate with our long time donors who have positively impacted the lives of so many people through their consistent, long time support. Recognizing that people can move and change employment, United Way Loyal Contributors are those donors who have contributed to (any) United Way for at least 10 years (note that their support does not have to be consecutive) regardless of giving level.

### **RETIREE CAMPAIGN**

Retirees provide an excellent resource for increasing your organization's United Way campaign results. Many companies in our community already include Retirees in their campaign and report generous support.

The workplace campaign is a logical vehicle for educating and updating Retirees about United Way. Since many Retirees contributed to United Way throughout their working years, providing them with the opportunity to stay involved and to continue giving is a natural extension of a long standing relationship

### **INCORPORATE A “NEW HIRES” PROGRAM IN YOUR COMPANY**

On average, we lose 7% per year of our pledges to employee turnover. Informing new employees about United Way and your payroll deduction program can help offset these losses. Help make your Workplace Campaign a success by following these simple steps:

- 
- Keep campaign materials such as investment forms and brochures available to help explain the benefits of participating in United Way Workplace Campaigns.
  - Tell them about the opportunity to participate in payroll deductions.
  - Depending on your company policy, provide the form to Human Resources (or the appropriate department) for payroll deduction processing.
  - Fax a copy of the investment forms to United Way so we can update your corporate records
-