“Great things in business are never done by one person. They’re done by a team of people.” - Steve Jobs

IDEAS TO IMPLEMENT:

> Emphasize that United Way helps family/friends/co-workers who have fallen on hard times.
> Award a “jeans day” pass when people make a payroll deduction gift (you can set a donation level or participation deadline).
> Stress giving back to the community that supports you (particularly effective in the public service and education fields).
> Provide special incentives or recognition for first-time donors, such as a personalized thank you from the local CEO or a corporate match for new donors.
> Encourage 100% of employees to login to the pledge site/fill out paper form with incentives for anyone who “participates.”
> Expose employees to agencies and local United Way initiatives (speakers, tours, reasons why their donation matters).
> Arrange for a “testimonial” from an employee who has received services from a United Way agency to put a face to United Way.
> Have a campaign appeal come from someone other than senior leader— from a co-worker instead.
> Provide a special treat to the department with the largest percent participation.
> Personalize your pledge forms by adding the employee’s name on a label.
> Start a “viral” email that employees can pass on to their co-workers.
> Provide a compelling message (stories, video, speaker, etc.) to share the success of United Way. Utilize your United Way staff and/or volunteer to help.
> Set up an interdepartmental contest for highest % participation.
> Provide more volunteer opportunities for employees to help them better understand the needs in our community.
> Provide stickers to each employee who turned in a pledge form (e.g. “I Gave to United Way Today”).
> Enlist the help of department leads to track that every employee has been asked and knows how to give.
> Post company goals and progress in a visible location. Celebrate milestones.

INCENTIVE EXAMPLES:

Incentives can increase participation or increase the average gift of your employees. Distribute a schedule of incentives and how they will be awarded (e.g. first time contributor, top performing department, and largest gift increase).

> Time off
> Casual Day
> Catered Breakfast by Senior Management
> Reserved/Covered Parking
> Tickets to Games/Movies
> Company shirts
> Dinner for two
> Gift Card
> Hotel Giveaways
> Airline tickets
FUN ENGAGEMENT IDEAS

SPECIAL EVENTS/FUNDRAISERS

Holding a special event as part of your company's annual giving efforts raises awareness and resources for United Way while having fun and engaging your employees.

United Way Carnival—Have carnival games and food for employees to enjoy (bag toss, pie in the face, executive dunk tank, etc.)

United Way Trivia Contest—Get your questions from United Way fact sheets and other materials and offer a prize to the person who gets the most questions correct. The quiz can be distributed via voicemail or email.

Appreciation Grams—Employees can purchase a note of thanks, recognition or good wishes to be sent to a colleague along with candy, flowers, or small gift.

Chance Bake Sale—Homemade or store bought items are brought in and displayed in a breakroom or cafeteria. Employees purchase chance tickets and winners are drawn.

Cook-off Competition—Employees decide on the food that will be featured in the competition and compete to win the most votes. Colleagues pay a fee to taste the entries, with the proceeds supporting United Way.

Identify the Baby Photo Contest—Favorite baby pictures are brought in, numbered and posted on a bulletin board. Employees purchase a chance to match coworkers with their baby pictures. Employee with the greatest number correct wins a prize!

Pumpkin Decorating Contest—Employees form teams and create their own unique designs. The pumpkins are displayed and employees vote for their favorite pumpkin by placing money in that team’s container.

VOLUNTEER PROJECTS

A great way to engage employees and experience first-hand the difference United Way is making.

EDUCATIONAL EVENTS

United Way Annual Giving is a great opportunity to educate your workforce about services in our community. Here are some suggestions for easy ways to effectively educate employees.

» Request a speaker from United Way to speak at an event.

» Ask employees who have benefited from a United Way funded service, or volunteered, to speak at employee meetings, or feature their stories in company newsletters.

» Publish a special issue of the company newsletter or annual giving newsletter entitled “How I LIVE UNITED” to highlight how employees are giving, advocating and volunteering. Also include stories of employees helped by United Way, and key campaign dates and events.

» Show the annual giving video continually in lunch rooms or break rooms, where appropriate.

» Use email and/or voicemail to send annual giving messages and daily facts. Utilize a signature picker to advertise participation in the campaign.

» Attend the United Way Annual Meeting/Kick-Off and other special events.

» Take employees on a LIVE UNITED Tour to get an up close and personal view of contributions at work and how agencies work together to create a strong safety net for the community.

STRATEGIES TO INCREASE THE AVERAGE GIFT:

» Give employees extra time off for increasing their gift by 10 percent.

» Hold a leadership giving campaign.

» Stress the ease of payroll deduction. Offer extra incentives for those who give that way.

» Ask employees to give $1 more a week.