

Special Events

- Plan a pancake breakfast or sell BBQ Plates. Recruit senior managers or others to serve as chefs or waiters!
- Have a basket raffle. Employee groups or departments can create baskets filled with items that represent a theme. Employees can buy \$1 raffle tickets for a chance to win the basket of their choice.
- Conduct a United Way trivia contest. Send out an email or post printed questions about United Way every day for a week. Place the names of those completing all correct answers into a drawing for various prizes.
- Have a Guess the Childhood Photo Contest. Ask employees to bring in childhood photos that can be posted and numbered with no identification. Provide contributors with sheets that have numbered spaces to write in their guesses as to who the photos are of. The employee with the most correct guesses is eligible for a door prize.
- Plan a talent contest. Employees raise money for each manager, vice-president, or others they would like to see perform at the Talent Contest. The only way “contestants” can get out of performing is to buy their way out based on the amount of donations raised by employees.
- At the conclusion of your campaign, celebrate your results by placing balloons, refreshments and Thank You! posters in the break room.

Collect, Report, and Say “Thank You!”

- Collect pledge cards, summarize your campaign on the Campaign Report envelope, and return it to United Way. Enclose yellow United Way pledge forms with any checks and cash you have collected. Include Riverine Society membership information so contributors of \$500 or more can be recognized by the Riverine Society chair.
- Announce the winners of incentives.
- Announce the results of your campaign and send a Thank You letter from your committee and CEO to all employees who participated in the campaign.

**Thank you for inspiring hope, creating opportunities,
changing lives and making a difference!**

United Way of Lowndes County Campaign Coordinator Guide

or

How to Conduct a Successful Campaign!



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Getting Started

1. Get Help

- Invite enthusiastic volunteers in your company to serve on your company's campaign team. They can help you with campaign planning, meetings and activities.
- Ask your CEO to write a personal letter of support to all employees and to speak at campaign meetings.

2. Learn about United Way

- Contact United Way staff to make arrangements for your committee to visit United Way agencies that will benefit from their efforts.
- Review the United Way brochure, watch the campaign video and visit our website at www.unitedwaylowndescounty.org.
- United Way staff is available to assist with on-site training.

3. Develop a Plan

- Determine your company's goal with your CEO and committee.
- Establish the date, time and place of your campaign kick off and shift meetings.
- Establish a deadline for all pledge forms to be returned. Many coordinators suggest a two to three week timeframe.
- Include incentives for contributors and / or fair share givers as part of your campaign activities.

Employee Campaign Meeting A well-planned meeting conveys your personal support of the work of United Way and its funded agencies and helps employees make informed decisions.

- Invite a United Way representative to help inform and answer questions.
- Show the local United Way DVD.
- Hand out United Way brochures and pledge forms.
- Encourage employees to contribute to the organizational goal. Request that pledge forms be returned at the end of the meeting, or announce a deadline for returning them to you or a designated committee member.
- Announce incentives for those who contribute and any special events you have planned.

Promote Your Campaign

- Use email, newsletters, bulletin boards and other communication to announce the progress of the campaign and any special activities you have planned.
- Provide a link to the United Way of Lowndes County website: www.unitedwaylowndescounty.org.
- Place United Way posters and brochures in breakrooms and other busy areas in your building.
- Provide employees with the opportunity to see first hand how their contributions support the work of United Way agencies. Schedule agency tours for employees through United Way (7 days notice, please).

Make participation fun! With incentives and special activities, even campaigns with little time or budget can be fun for everyone!

Incentives

- Award for Department with the Highest Per Capita Participation
- A Day Off for All Fair Share Givers
- Company T-Shirts
- Casual Day for Contributors
- Drawings or Raffles for Donated or Purchased Items
 - Gas Cards
 - Items from United Way Store (www.unitedwaystore.com)
 - Grocery Cards
 - Tickets to Games/Movies
 - Dinner for Two
 - Hotel Getaways
 - Gift Certificates
 - "Sleep-in" Passes
 - "Leave Work Early" Passes
 - Reserved Parking for one week or one month (*rotate among contributors or Fair Share givers*).
 - Extra Vacation Day