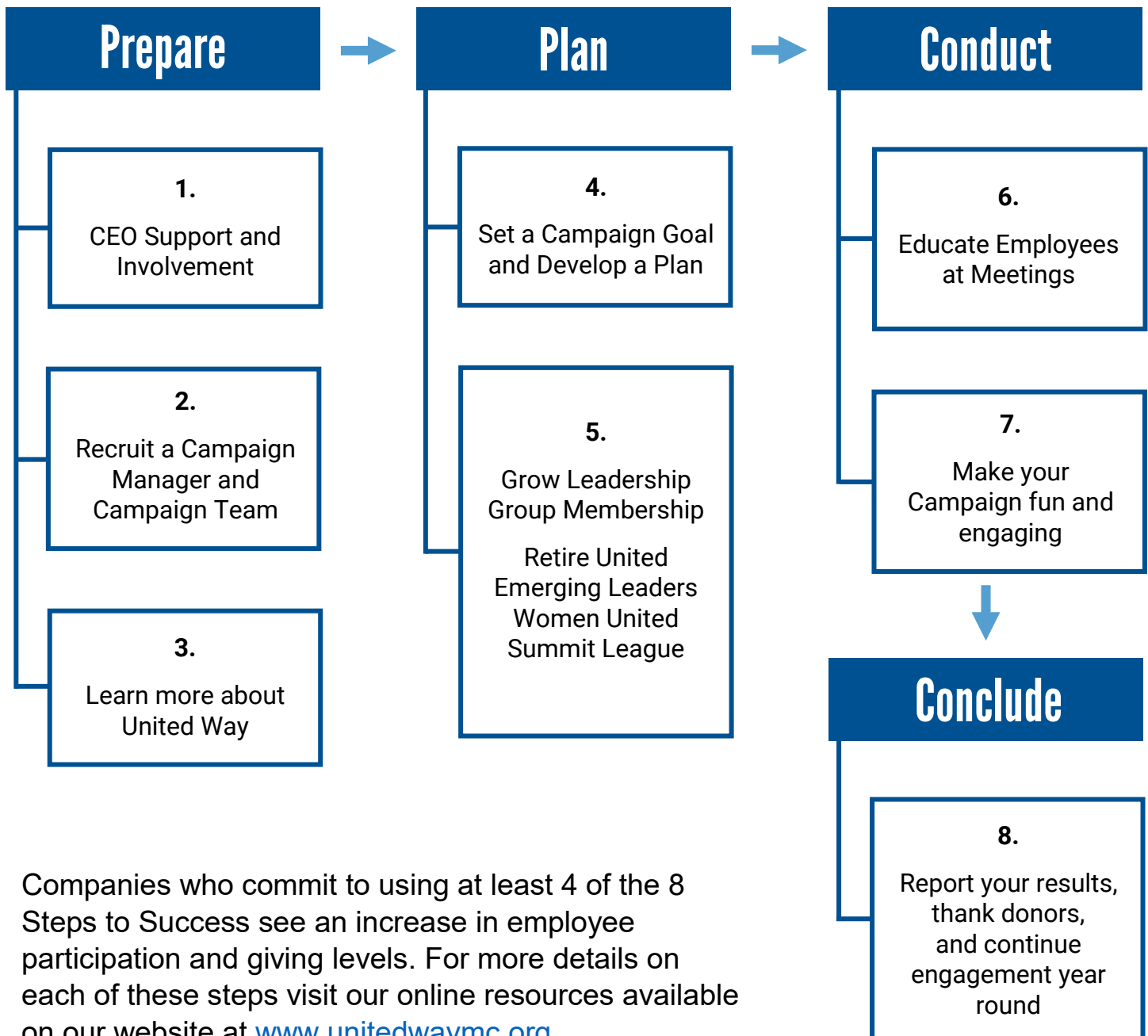


8 Steps to A Successful Campaign



Companies who commit to using at least 4 of the 8 Steps to Success see an increase in employee participation and giving levels. For more details on each of these steps visit our online resources available on our website at www.unitedwaymc.org.

8 Easy Steps to a Successful Campaign

1. Be Informed: Know Your United Way

Knowledge is power! If you were to ask most people what United Way of Marathon County does, they will tell you we raise money and give it away to other nonprofits. And they'd be correct, but that's not the WHOLE story.

UW of Marathon County is a charitable nonprofit that works closely with community leaders to identify the biggest needs in our local community.

We offer grant opportunities to programs that address these identified issues to improve the quality of life for everyone. We believe in making our community stronger. By working together on critical issues, we take steps to improve our communities where we live and work.

2. Build Your Team

Gain support! Develop a campaign team. Things to think about:

- Review past performance and explore upcoming campaign themes and materials
- Get CEO's personal endorsement
- Approval for events, incentives, payroll deduction, etc.
- A corporate gift
- Include a representative from all areas of your organization
- Recruit people who believe in United Way and will help others get excited about the campaign
- Set up regular committee meetings and delegate responsibilities

3. Plan and Prepare

Decide what will work best for your company's environment.

- Decide on activities, incentives and a thank you event.
- Develop a timeline.
- Set a challenging goal based on total dollars raised and/or percent of participation.
- Determine when employee meetings will take place.
- Remember to include retirees in your activities.
- TIP: check out our online resources that can help you plan your campaign. Tools are listed under the "Give" tab and can be found under "Campaign Resources".

4. Promote United Way

Educating employees about the value and work of United Way is the best way to gain their support.

- Use United Way literature (brochures, posters, event flyers).

- Invite United Way staff to speak to employees at a kick-off/employee meeting about how to invest in their community and change lives (use our online order tool to reserve a speaker).
- Use email, social media, company website, employee newsletter/e-newsletter, payroll stuffers, etc.

5. Make the Ask

Did you know... the number one reason why people don't give to United Way is because they were not asked? That is why it's important to make sure every employee is given an opportunity.

Asking people to donate may seem intimidating at first, but here are some easy tips to make you feel at ease:

- Ask for the pledge: With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.
- Answer questions and handle concerns: Answers questions honestly and if you don't know the answer contact United Way of Marathon County.
- Leverage incentives: Employees prizes and incentives are a way to reward employees for participating.
- Say thank you: Regardless of what the donor decides, thank them for their time.

6. Develop a FUN Campaign

Office Luncheon

Invite employees to participate in an office luncheon and charge a nominal fee. Easy ideas include baked potato bar, taco bar, and pancake breakfast.

Variation of Pink Flamingos

Make cut-outs of flamingos and host a "flocking" by charging staff \$1.00 for a flamingo to "flock" other offices.

Donut Days

Bring in donuts one day each week and serve with coffee or juice for a nominal cost.

Mini-Golf Tournament

Have a mini-golf tournament at a local miniature golf course - or set one up in hallways or conference areas in your building.

Golden Tickets

Create your own Willy Wonka and Golden Tickets - place the golden tickets inside chocolate bar wrappers. Use donated prizes and correspond a number inside the wrapper with each prize. Each person who returns a pledge form receives a candy bar.

Half and Half

Employees donate a dollar (or more) to be kept in a container. Hold a drawing where the employee who wins keeps half the "pot" and United Way receives the other half.

Midnight Breakfast

If your organization has a third shift, charge employees for a midnight breakfast served by executives and day employees.

Quirky Holiday

Use a quirky holiday to raise money. For example, have a nacho bar in the lunchroom on November 6th - National Nacho Day. Or sell giant cookies on December 4th - National Cookie Day.

Mystery Package

Have employees bring a gift in a brown bag to be sold or auctioned off during lunch hour sight unseen. The gift should cost no more than a few dollars and be something interesting, humorous and/or useful.

Raffle Prize or Incentive Ideas

- Preferred parking for a month
- Gift cards to local restaurants
- Gift certificates to golf
- LIVE UNITED T-shirts (please call United Way ahead of time)
- Bonus vacation days
- Casual dress days
- Longer lunch period
- Movie passes
- Company product giveaways
- Department lunch
- Oil change certificates
- Sleep-in-late coupons
- Leave-work-early passes

7. Report Results

- Tally and report your results to your co-workers; let them know the community appreciates their time and dollars.
- Report your results to your United Way office as soon as possible. Use the report envelope provided.

8. Say Thank You

Saying "Thank You" may be the most important element in maintaining the long-term support you've worked so hard to achieve. Just a small token of appreciation is often enough to convey the message. You can use some of our campaign supplies (pens, buttons, postcards, book markers, etc.). Even a simple postcard sized letter of thanks goes a long way toward making a donor feel appreciated.