

# WAYS TO INCREASE CAMPAIGN TOTALS

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Here are some ideas to help you Increase Campaign Totals...IDEAS THAT WORK!

## CEO ENDORSEMENT

Make sure your employees know your **CEO IS** supportive of the campaign by having him/her **announce the campaign and communicate** throughout.

## CAMPAIGN COMMITTEE

**Forming a team** to tackle the process **will make it easier for you** and increase your campaign's visibility.

## CORPORATE MATCH

Explore the option of **doubling your employees efforts** with a **match from your company**, actively promote it if you currently match.

## NEW HIRES PROGRAM

Remember to include **UNITED WAY** in all **new employee** orientation, no matter what time of year.

## LEADERSHIP GIVING RECOGNITION

Show your **Leadership** contributors that you **recognize their generous support** of your campaign.

## INCENTIVE GIFTS

We have tons of ideas on how to **say thanks**, check the Thank & Inform page for **Incentives & Thank You's**.

# PROVEN TO BE EFFECTIVE

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These methods have proven to work...to pay off!

## HOST A THANK YOU EVENT

Show your appreciation for the **contributions and efforts of your staff**. It can be during a break time, lunch or after work.

## EMPLOYEE CAMPAIGN COORDINATORS CURRENTLY CONTRIBUTE

Personally and publically **support the campaign** to **encourage others** Hang posters in workspace, volunteer for United Way events.

## THEME OR FUN ACTIVITIES

Check out the **Fun Ideas suggestions** or contact us at **United Way of Mower County**. We are here to help you.

## ENGAGE RETIREES

**Invite your retirees to participate** in your campaign and volunteer activities, have their contributions **be part of your campaign**.

## SET CAMPAIGN GOALS

Have a company wide or departmental goal to encourage **a team effort**. United Way can help you determine a goal.

# Fun

## CAMPAIGN IDEAS

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Here are just a few ideas to **put some fun** into **campaign**

### WII LIVE UNITED

Schedule a tournament of Wii games over breaks and lunch hours. Host a Mii design contest and see who can best recreate themselves in digital caricature. Award simple, but fun prizes to winners (bowling certificates for top Wii bowler)

### ROCK STAR

Unleash the inner Rock Star in your staff. Allow employees to come dressed as rock stars or wear their favorite band's t-shirt as a thank you for making a United Way contribution. Have a best dressed contest or bring in a karaoke machine or Guitar Hero/Rock Band game to really see your coworkers rock

### OFFICE OLYMPICS

Everyone needs to break the work day blues. Design a series of fun, yet safe, office style Olympics events (paper airplane toss, rock/paper/scissors, office chair race around office, etc.) Divide your employees into teams and award simple prizes or medals to them all.

### CIRCUS/FAIR

Host a country fair style event to reward your employees for their efforts around the campaign. Talent shows, games, fun food and performers would make this event one to remember. This is a great opportunity to plaster some action photos around the office, especially if you can get your CEO in a dunk tank or pie eating contest. Shirt sleeves optional.

# MORE Fun

# CAMPAIGN IDEAS

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## COSTUME

Set your own theme and see who best dresses the part or let your imaginations run wild and have a good old fashioned costume party. You can set all kinds of requirements: homemade, must include at least part of a store bought Halloween costume, etc.

## CASINO

Go all in and turn your office into a casino like no other. Mix it up: set up a traditional style pit or more like National Lampoon's Vegas Vacation "Pick a Hand" events, board game competitions. No matter which way you go...play money is great fun for everyone...win or lose.

## SPORTS

A series of mini games, office/cube decorating contests and a casual day to let everyone wear jeans and a jersey. Your boss an Iowa fan? Set a campaign goal and challenge...if you make your goal, the boss comes dressed as a Gopher or Cyclone for the day.

# LEADERS IN GIVING

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The United Way of Mower County recognizes the individuals and families who lead the way with contributions of \$500 or more to United Way of Mower County. **Leaders In Giving** members set an example of leadership that motivates other to give - and act.

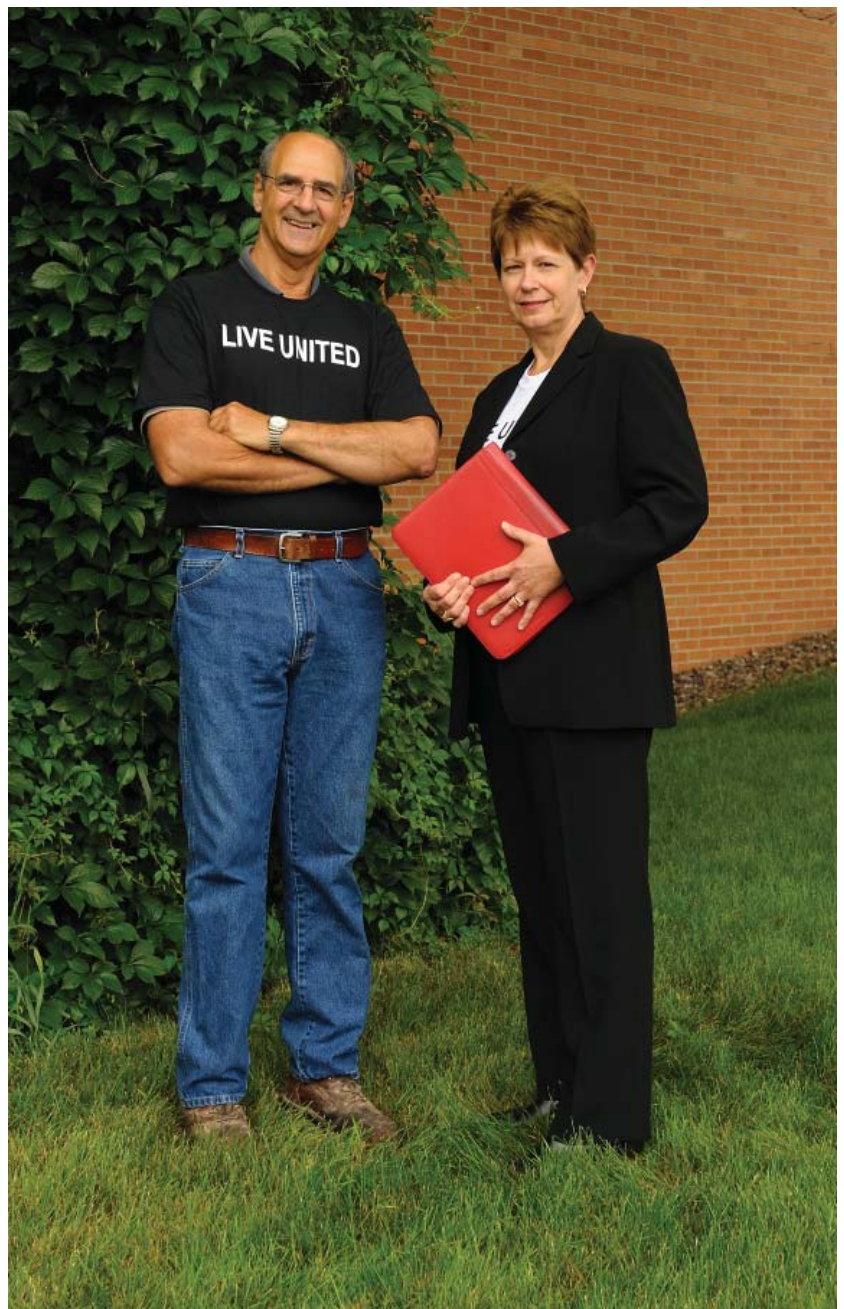
Last year alone our Leaders In Giving contributed **\$329,220 or 32%** to our campaign. These funds are strategically invested to create measurable and lasting change toward our community's most urgent needs.

## Leadership Benefits

- Recognition in United Way of Mower County Annual Report
- Recognition as our communities most generous and accomplished individuals and families
- Invitations to Victory Party/ Annual Meeting, Campaign Kick Off and other events

## Leadership Levels

Tocqueville	\$10,000 or more
Diamond	\$5,000-\$9,999
Platinum	\$2,000-\$4,999
Gold	\$1,500-\$1,999
Silver	\$1,000-\$1,499
Bronze	\$500-\$999



# THANK AND INFORM

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**Prizes and incentives can provide a boost to the campaign while showing employees that they are appreciated**

After a successful campaign, it's critical to thank all the employees who made your campaign a success. People need to feel appreciated.

Just as the best way to ask is the personal ask, the best way to thank your colleagues is a personal thank you. United Way provides templates for thank you letters and cards that can be customized for your campaign.

A Thank You event publicly acknowledges your colleagues' generosity.

There are memorable ways of recognizing United Way contributions. Many companies offer casual Fridays or paid personal leave. Other companies create packages of gifts and incentives. The list on this page is just an example of gifts provided by companies.

## INFORM

United Way Worldwide research clearly shows that people who understand how United Way improves lives in their community are far more likely to support their local United Way campaign. United Way of Mower County provides information - for your campaign and year-round - to show how contributors LIVE UNITED and build a stronger community through United Way. Here are some examples of news you can use:

- United Way Campaign Brochure and Video
- United Way of Mower County website [www.uwmower.org](http://www.uwmower.org)
- United Way of Mower County Results Sheet
- United Way of Mower County's Annual Report

## INCENTIVES AND THANK YOU'S

Ideas that have been well received:

- Free oil changes
- Gift certificates to local stores
- Gift certificates to local restaurants
- Movie or video rental passes
- Open soda/beverage machine at work
- Plants
- Prime parking spaces
- 'Sleep in Late' awards
- Paid time off
- Vacation or long weekend getaways
- Pizza party
- Day of golf
- Company grill out
- VIP Parking
- Gift certificate for massage
- Gift certificate for manicure/pedicure