

LIVE UNITED™



United Way of West Central Minnesota In House Coordinator Guide 2009

CAMPAIGN CHECK LIST

- Meet with CEO to discuss the Partnership Sheet and your campaign
 - Review last years campaign results & establish this year's goals
 - Discuss time commitments & a campaign budget
 - Set dates for United Way kick off, presentation, and activities
 - Set up a campaign committee to assist with company campaign

Week Before Campaign:

- Begin promoting United Way internally
- Send a CEO letter, e-mail, or voice mail of support to all employees
- Host a leadership breakfast

Week of Campaign:

- Presentation & kick off for entire organization
- Ask employees to contribute to United Way
- Give prizes & incentives for those who turn their pledge cards in by a certain date
- Offer incentive for those who increase their donation over last year (LIVE UNITED shirts, mugs, candy, pens and more available from United Way)
- Host an event or gathering to support United Way & your workplace
- Follow up with past contributors who have not yet responded
- Report progress throughout the week to update employees

Campaign Closing

- Determine final results
- Announce results to company
- Return Campaign Envelope to United Way
- Thank all contributors
- Flip the Poster to "Thank You"
- Evaluate & make recommendations for next year's campaign

If you ever need United Way incentives, have ideas, have questions, or need some assistance please contact Gina at United Way:
320-235-1050 or gina@liveunitedwcm.org

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STEPS TO RUNNING A SUCCESSFUL CAMPAIGN: CAMPAIGN IDEAS!

Events & More

Ice Cream Social

Pancake Breakfast

CEO Carwash

Baby picture or pet matching photo match

Office Olympics

Recipe Books

Pumpkin Carving Contest

Change Contest: Gather change for candidates to compete

E-Bingo: sell bingo cards for a fee and send periodic e-mails throughout the week with numbers

What Not to Wear: Meet goals to have managers wear an outfit of employee's choice. Manager can buy out one item at a time.

Bake Sale

Quick & Simple Picks

"Late Meeting" Fee

Loose Change Roundup

Casual Day Incentive

Cleaning computer s & screens fee

Cart left over bake sales, bagels, or fruit through the office for a breakfast sale

Coffee collection: Charge extra to run out & get the "yummy" coffee

Prizes & Incentives

Lunch with the CEO

Preferred parking

Movie tickets

Casual day

Paid time off

Gift cards

Free lunch

United Way T-shirts

United Way Incentive Goodies

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STEPS TO RUNNING A SUCCESSFUL CAMPAIGN: CAMPAIGN IDEAS! Continued...

Activities to Engage Employees

E-mail updates about United Way programs, agencies, and impact

(contact Gina for e-mail series)

Host a School Supply Drive

Host a Food Drive

Host an Undie Drive

Volunteer

Display United Way materials year round

Link United Way's web site to your company intranet

Forward the video

Update on campaign progress

ASK

The #1 reason why most people don't give to United Way is because they were not asked.

Be sure to ask everyone in your company!!

- Know the facts. Read the Q & A's or contact Gina
- Make a personal contact: letter, one on one, e-mail, phone call
- Be positive about your role & United Way
- Call on co-workers who have given in the past that you know first
- Say Thank you!

INFORM. ASK. THANK.

Thank you for LIVING UNITED in our community. We promise to but your contributions to work making real positive change for youth, families, basic needs, and creating independence for the elderly, disabled, & chronically ill.