



Campaign Best Practices

A successful campaign has key components which we call Best Practices.

These Best Practices support a year-round campaign, with planning for the following year starting with the debriefing of this year's campaign.

Special events can be held year round to help keep employees focused on the important work their contributions support all year long.

Best Practice # 1

Secure top level management support

Hints to Success

- Support from all levels of management, especially your CEO, dramatically increases campaign success
- Implement with the CEO a succession plan for campaign chair.

The best way to begin and ensure a successful campaign is to secure the support of company leadership.

- Meet with the CEO/President/Manager to get their support
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- Ask your CEO to encourage donors by providing an incentive of matching dollars on employee contributions
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- Encourage your CEO to talk at your all-staff kickoff meeting to encourage participation
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- Send a letter from your CEO requesting employee support for the United Way Campaign
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- Ask your CEO to assist in involving any unions to support the campaign
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- Recruit your CEO to host a Leadership Breakfast to encourage giving of \$1000 and up
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- Encourage your CEO to send thank you letters or emails to employees after the campaign
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- Feature your CEO at any thank you events you sponsor.

Best Practice # 2

Educate employees about United Way

Hints to Success

- Studies show that your customers are more likely to refer business to your company when it shows a commitment to supporting their community.
- Research shows that philanthropic companies have happier, better trained, more satisfied and more loyal employees.

Did you know that 100 percent of all dollars raised here, stay here?

Did you know that San Juan United Way is committed to identifying and eliminating the root causes of society's problems?

Arrange for a Partner Agency to speak with your employees and share their success stories with the donors who make it possible.

An employee campaign brings your staff together. They will strengthen their smaller community while having fun working together to enlarge their larger community.

Communicate with Your Employees

The success of your campaign truly depends on how well the United Way message is communicated to your employees during campaign and year-round. Many people are not aware of the United Way transformation to Community Impact, and it is helpful to get this information out. Here are a few ideas to motivate, educate, inspire, remind and encourage:

- Submit campaign information, personal stories or other United Way information for use in your company newsletter or intranet.
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- Place banners, posters, or goal thermometers where they are visible to employees. Update the goal thermometer periodically to let employees know progress is being made toward your goal.
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- Visit the San Juan United Way website at: www.sjunedway.org and download information to your company's intranet, including success stories.

Best Practice # 3

Set goals and track results

Hints to Success

- Be sure your goals include other components as:

Percent of participation
or
Percent of pledge card return
- Matching gifts can stimulate employee giving. Ensure that internal communications clearly state your corporate match rules.

Planning is key to the success of the campaign. Apply the techniques of effective business management to goal setting and reporting.

The CEO normally sets the goal with the campaign team.

Analyze last year's results, both employee and corporate. Encourage top executives to consider a dollar-for-dollar match of employee contributions.

Ensure that participating branches are included in the goal-setting.

Create a process to keep employees aware of your campaign's progress during the campaign. Possible strategies include email blasts to share total dollars raised to date, posting of fliers with that information on department bulletin boards or updates on your company's intranet.

Best Practice # 4

Recruit a campaign team

Hints to Success

- Encourage your team; lead by example. Ask them to make their pledge and complete their form before kickoff.
- Create a method to recognize campaign volunteers for their time and efforts. Ask senior management to acknowledge employees involved in the campaign. Say Thank You!

This team will develop a company-wide campaign plan including solicitation of employees, development of additional campaign materials and planning of promotional events and materials.

Recruit representatives from across the organization. It helps to include members of management, organized labor, Human Resources, Information Technology, Payroll and even retirees. The more diverse your team, the further they will carry the United Way message across departments.

Bring in a United Way staff member to talk with your committee and answer any questions they may have about the allocation process or the campaign in general.

Arrange with United Way staff to have a partner provider share success stories with the committee.

Educate your committee about the United Way and its community building efforts before kickoff.

Best Practice # 5

Conduct group presentations – Have a Kickoff Event!

Hints to Success

- Events should last no longer than twenty minutes and could be part of a regular staff meeting.
- Information about the United Way campaign can also be shared through:
 - Flyers
 - Posters
 - Email reminders
 - Corporate Newsletter

Educating the broadest sector of employees about the work of the United Way is key to a successful campaign. Companies that utilize this technique, on average, experience 58 percent higher employee per capita giving than companies not employing this technique.

A kick-off event is an opportunity to learn in a group meeting about:

- How their contributions help build stronger and healthier communities
- San Juan United Way and its work in strengthening local communities
- How the campaign operates in the company

This also gives United Way an opportunity to:

- Thank employees for investing in United Way's community impact work.
- Answer questions.

A sample kickoff event might include:

- An introduction by your CEO
- A United Way video
- A success story shared by a partner agency

Best Practice # 6

Special Events and Themes

Hints to Success

- Fundraisers in conjunction with presentations and other publicity can add spice and motivation to a campaign. Find something that appeals to the majority of your group, or company, and have fun with it! Dare to

Themes can be a great way to up your level of participation in fundraising events. Employees can really show their creativity and more importantly, have fun!

Events

Jail & Bail	Crazy tie day
Casual day for making a goal	Company picnic dunk tank
How many beans in the jar?	Car wash
Charge for a "Jeans Day"	Silent auction
Stress relief/Spirit week	Costume contest
Baby picture-guessing contest	Health Fair
Soap Opera Spoof	Executive Dunk Tank
Coloring contest	Putt-Putt Golf Tourney

Campaign Themes

Halloween	Hollywood movies
Broadway plays	Renaissance
Western	Hawaiian
Monte Carlo	Super Heroes
Sports	Tailgate

Education Ideas

United Way trivia contest	Reminder a day via email
United Way Bingo	United Way word scramble
United Way Fear Factor	United Way Jeopardy

Food for Fun

Hot buttered popcorn	Bake Sales
Hotdog/hamburger/brat day	Ice cream social
Barbecue, chili cook-off	

Drawing/Auction Prizes

Dress down coupon	Meal gift certificates
Car washes	Day or ½ day off
Preferential parking space	Employee contributions
Event tickets	Departmental penny wars
Hotel stay	Company logo items & apparel

Best Practice # 6

Special Events and Themes

Campaign FUN-raising Ideas

It's easy to put a little pizzazz in your campaign! Even campaigns with limited time and no budget can be fun for everyone. This section gives you proven ideas to put fun into your campaign. Making it fun helps to:

- ☺ Capture your employees' attention and build morale
- ☺ Keep the campaign in the limelight
- ☺ Get employees involved who would not otherwise contribute
- ☺ Create a positive environment

Auction Ideas

- **Silent Auction:**
 - Solicit local business and vendors for prizes
 - Ask employees to donate items or crafts that they have made or "white elephants"
 - Ask managers to donate a round of golf, tickets, etc.
- **Lunch Box Auction:**
 - Employees bring in lunches to be auctioned off.
 - Give prizes for the most creative, nutritious, elegant, humorous, etc.
- **Services Auction:**
 - Employees (or just managers) volunteer their services – serving coffee, filing, valet parking, running errands, washing cars – to the highest bidder, with proceeds going to United Way.

Friendly Competitions:

- Host a game show to highlight knowledge of United Way and agencies (e.g. Jeopardy, Wheel of Fortune, Survivor, Weakest Link, Etc.
- Hold a poster contest for employees' children. One company turned theirs into colorful calendars which they then used as thank you gifts.

Best Practice # 6

Special Events and Themes

- Hold a putting golf tournament in your office! Departments can team up to make challenging and creative “holes:”
- United Way Olympics. Employees compete in outrageous athletic events such as wastebasket free throw, coffee cup relay, etc
- Hold a United Way carnival (bean bag toss, three-legged races, pie in the face, executive dunk tank.)
- Organize an office treasure hunt. Use United Way oriented “clues” to direct your curious coworkers to a “prize” hidden in the office.
- Penny Wars encourage staff to get involved in a fun way. Each department is given a penny jar. The department with the most money wins, BUT any silver coin is subtracted from the total dollars. Fun, competitive and the jar proceeds can be given to United Way.
- Halloween pumpkin carving contest.
- Ugly tie and earring contest. Have contestants pay to enter their ugliest tie or earrings. Employees vote for the winners.
- Hold a “precious pets” photo contest. Employees bring in pictures of their pets and everyone votes for the cutest shot! Or try to match pets with owners.
- “Guess the Baby” contest – Employees bring a baby picture and everyone can guess who is who.
- Workspace decorating contest.
- Coloring Contest
- Extreme Fan contest. Employees are invited to dress like their favorite “extreme fan.” The most outrageous costume wins!

Best Practice # 6

Special Events and Themes

- Tricycle Races
- Wheelchair races
- Pie baking contest. Have a panel of judges pick the best pie. Employees can purchase a slice afterwards.
- Pie eating contest
- Coloring contest
- Board games

Tasty Treats

- Management can serve as “chefs” at a kickoff barbeque, or have them serve a pancake breakfast, burger fry, bake-off or ice cream social.
- Chili cook-offs are always popular. Have each department form a team and prepare their special “secret recipe.” The office can vote for their favorite recipe.
- Progressive breakfast or lunch. Have each department bring in a food item. Employees rotate throughout the office to sample each department’s goodies. This is a great chance to mingle with other departments
- Bake Sales
- Candy-grams sent for a nominal price to co-workers
- Lunches or Snacks – food can either be purchased or prepared by volunteers and sold for a nominal fee.

Best Practice # 6

Special Events and Themes

Other Ideas

- Any day can be “Casual Day for United Way.” Employees purchase a button to wear for the privilege of dressing casually.
- A “Team Spirit Day” is a fun twist on the Casual Day and allows employees to support their team. You could also tie in a tailgate party during the lunch hour and sell food or ask employees to bring in their favorite dish to pass around!
- Employee cookbook
- Car washes
- Manager’s Jail
- Have a “Treasures N’ Trash” collection – Collect egg cartons, meat trays, fabric scraps, etc to donate to children’s agencies for craft projects.
- Ask employees to donate to a food, clothing or basic needs drive.
- Make a “community quilt” – Employees can use a piece of construction paper or colored paper to make a collage related to United Way or your campaign theme. Tie all the squares together and display throughout the company.

Themes

Themes help get the message across and tie your campaign together. Examples of these are listed below:

- Raiders of the Lost Heart: Each department represents a piece of the heart. You have met your goal when the entire heart is filled in.
- Fifties FunFest: Hold a Karaoke contest, Elvis look-a-like contest, 50s dress up day, sock hop, hula hoop contest, serve root beer floats, etc.

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Special Events and Themes

- Sports Theme: Have a pep rally kickoff, tailgate party lunches, hallway golf games, etc.
- Raisin' Money: Use the California Raisins; pass out boxes of raisins to people as they turn in their pledge cards.
- Mardi Gras: Hold an office parade (can use office chairs etc. as floats), have a Cajun potluck lunch, pass out beads and have fun.
- Survivor: Vote people off "Campaign Island"
- 1960s Theme: Dress in 60's garb; use smiley face pins, tie-dyed anything!
- Countin on You: Have different counting games, count jelly beans in the jar, etc. Count the ways you can help; count the Untied Way partner providers!
- Exotic Locales: Whether you transform your office into a Hawaiian luau, African safari or Australian Outback, employees are sure to have a wild time! Encourage everyone to dress the part and bring theme-related food to share!
- JTV Shows or Films: Who Wants to Be a Millionaire, Gilligan's Island, Friends, That 70s Show, Star Trek, Happy Days, The Simpsons, Fear Factor, American Idol. Either a current "hot" show or something nostalgic.
- Curren Fads or Triends: Elections, recycling, physical fitness/health
- Historical Eras: Pirates, Pony Express, Rodeos, Renaissance, Sock Hope, Outer Space, Camelot
- Music: That's What Friends Are For, Put a Little Love in Your Heart, Lean on Me.

Best Practice # 6

Special Events and Themes

Prizes and Incentives

Prizes and incentives can provide a boost to the campaign while showing your employees they are appreciated. Solicit local businesses and vendors for prizes.

Contact ECMs at other organizations to swap products for use as prizes or incentives. Incentives don't have to cost money. Be creative!

- Time Off – a day, half-day or even a couple of hours off
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- Movie or video rental passes
- Lunch with the CEO
- Gift certificates to stores, restaurants, salons
- Open up your office's soda machine and pass out free beverages to everyone
- Prime parking spaces or use of the CEO's personal parking space
- Lottery tickets
- Free night at a local hotel for a "mini-getaway"
- Tickets to sporting events/music events/etc.
- Staff pizza party