

# Implementing the Campaign

## Campaign Tools

### Hints to Success

- United Way Casual Day buttons are a good way to keep the campaign on everyone's mind.
- Seeing is believing!  
There is no better way to educate your employees on their United Way investment than taking them on a tour of a Partner Provider. Tours will show your employees just how and where their donation is being used in the community and give them a true understanding of the people they can help. Contact United Way for assistance in scheduling tours.

\*\*Contact United Way or your Loaned Executive to access these valuable campaign tools:

### Speakers

Schedule speakers to come talk to your employees about the impact their donation makes in the community! You can schedule a speaker you think would be of interest to your employees. For example, if many of your employees have children, then you may want a speaker from a program working with children and youth in our community.

If you have an employee within your organization who is involved with a partner provider, ask them to speak. This provides co-workers with the understanding that United Way isn't just for strangers; it is also for people within the company.

### Videos

Use the United Way local video to help educate and excite your employees about our work. This is specific to our community and also shows how a donor's gift makes an impact in our community. Show it at the start and again at the end of your presentation for maximum impact. San Juan United Way has an archive of past campaign videos for your review and use if you have multiple opportunities to contact employees.

### Brochures

The 2007 United Way brochure focuses on community impact. It is customizable, having room to insert a letter from your CEO or Manager to encourage employees to give. It lists all the partner providers and also includes a list of Corporate Cornerstone Partners whose donations pay for 100% of San Juan United Way's administrative costs so that our donors may have 100% of their investment go to work in the community helping our neighbors.

# Implementing the Campaign

## Making the Ask

### Hints to Success

- Consider handing out little reminders such as:
- A roll of lifesavers with a note: *Be a lifesaver; donate to United Way.*
- A Dove ® heart with a note: *Be a sweetheart; support your United Way.*

The number one reason people have said they do not give to United Way is because they have not been asked to give. Here are some hints on how to make the ask to give:

- Try to personally distribute campaign pledge forms/brochures. Use committee members to help you. Please do not simply include them with employee paychecks.
- Ask everyone to return their pledge form by a certain date. Request that the forms be returned to you even if the employee is not making a donation. This way, you will know that every person made a choice and did not simply forget about the form.
- Distribute pledge forms in or with envelopes that the employees can seal. This way, they are assured their donation information is confidential.

### Confidentiality & Non-Coercion

United Way respects the fact that giving is a personal decision. Not only does pressure hurt the contributor, but it hurts the community as well. The following are a few reminders to ensure participation is voluntary:

- Giving is a personal matter and needs to be kept confidential. Use incentives, fun, and information about United Way to get more positive results.
- A campaign objective which is based solely on 100% participation in an employee pledge campaign can create
- a perception of pressure, real or implied.
- Although top management support is critical to your campaign, have peers rather than superiors participate in any individual solicitation you may do.
- Make sure no employees feel as if they are required to give to keep their position. Acts of coercion in any form are not acceptable and can hurt United Way in the long run. People have a choice to give. When they learn about United Way and all that we do, most people **WANT** to give to be a part of the positive community impact.