

Employee Campaign Managers: CHECKLIST FOR SUCCESS!

As a campaign manager, you provide leadership within your workplace. You encourage others to give, advocate and volunteer—supporting those people and organizations served by the United Way. The funds you help raise strengthen programs that create a more resilient, healthier future for children and families in our community. And we're here to help every step of the way.

Below is a checklist to help you run a great campaign. **Thank you for your hard work and dedication. We cannot succeed without you!**



Before your Campaign:

- Meet with your United Way representative, and familiarize yourself with United Way of Pioneer Valley's (UWPV) work.
- Meet with top management at your company to confirm their commitment and level of participation.
- Recruit a strong team, representing a wide range of employees to help generate enthusiasm. Assign roles and responsibilities. Hold planning meetings.
- Create a plan of action. Develop strategies, timeline and goals. Determine incentives. Decide on a theme.
- Set a beginning and end date for your campaign.

During your Campaign:

- Hold a fun kick-off event and special events throughout the campaign to incentivize your co-workers to give. (For ideas, see the next page.)
- Invite your United Way representative to come and speak at your company. Use posters, brochures and table tents to advertise the campaign.
- Regularly share campaign progress with staff on intranet, in newsletters and by e-mail.
- Distribute pledge forms or information about how to pledge online. Offer incentives based on timely return of pledge cards, participation and/or giving levels.
- Take pictures and video of your great events and send them to your United Way representative to help inspire others.

After Your Campaign:

- Complete the campaign report envelope and return it to United Way.
- Hold a thank you event with senior leadership in attendance to announce and celebrate campaign results.
- In writing, personally thank donors and everyone involved in helping to coordinate the campaign.
- Leave detailed records, along with an After Action Review (AAR) for the next campaign manager, including details such as which events were successful and what you might do differently next time.
- Congratulate yourself on a job well done and plan to attend the annual United Way of Pioneer Valley Campaign Celebration in June!

Ongoing:

- Plan volunteer projects for your staff—ask how we can help!
- Your United Way representative will share info with you about how donors' gifts are making an impact. If you wish, you can share this with your team as well.
- New Hires—work with your HR Department to ensure all new hires have an opportunity to give.



Make it a FUNdraiser!

Who says raising money has to be somber and joyless? Not the United Way! Below are suggestions for ways you can add some merriment to your campaigns...

Food Always Works – Hold an ice cream social, barbeque, chili cook-off.

Dress-Down Days – Sell stickers for employee dress-down days.

Give-Away Perks – Great parking space, day off, lunch with the boss.

Cookbook – Group members offer their best family recipes for a cookbook.

Employee Olympics – Ping-pong, egg toss, shooting hoops, wiffle ball tournament, etc..

Scavenger Hunt – Organize a scavenger hunt and send participants all around town. Charge a registration fee and offer extra tips and hints for different donation amounts.

Jail & Bail – Serve “warrants” and have “arresting officers” take your colleagues to fundraising jail, raise “bail money” to get them out.

Choose the Torture – Have donors pay \$1 a vote to decide which form of “torture” to inflict on your organization’s leader (i.e. dye hair, dress as a clown, trade a job for a day).

Photo Identification Contest – Create a board with employees’ baby/kid photos, whoever guesses the most correctly wins!

Dessert Cart – Employees bake or donate tasty goodies for a dessert cart that will travel around the building selling the treats for a perfect snack break.

Smoothie Stand – A healthy and yummy twist on the tired ol’ lemonade stand.

Strike Gold – Participants ask friends and family to donate old jewelry they no longer wear and turn the gold in for cash.

Rent-a-Worker – Volunteers commit to working for an afternoon doing any odd jobs sponsors “hire” them to do.

Reverse Raffle – All potential sponsors get a raffle ticket and sell it back for \$10 to avoid getting their name drawn to do something embarrassing.

Hairless Fundraisers – Participants pledge to shave their heads (or long-lasting beards) to raise money.

Pumpkin Carving Contest – Most creative, funniest, scariest, etc.

Give it Up – Sponsors commit to give up a regular activity for a month and donate the money they save to the designated cause.

Pump it Up – Coordinate with a local gas station to have volunteers serve as gas station attendants who pump gas and clean windshields for donations for a day.

Keep it **SHORT & SWEET!**

Try our:

20-Minute Meeting Model

3 minutes:

Welcome, CEO Endorsement, Goal/Challenge

3 minutes:

United Way info: last year’s results and impact

5 minutes:

United Way testimonial, video or speaker

5 minutes:

Distribute pledge cards, make the ask

2 minutes:

Answer questions

2 minutes:

Thank the group and collect pledge cards