



United Way
of Burlington County

EMPLOYEE CHAIRPERSON'S TRAINING MANUAL

2011 Campaign



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Important United Way of Burlington County Information

United Way Representative: _____

Phone: (609) 267-4500 **Fax:** (609) 267-4146

Address: 595 Rancocas Rd., PO Box 226, Rancocas, NJ 08073-0226

Website: www.uwburlington.org

Campaign Dates: Friday, September 23rd – Campaign Kickoff, 8:00 - 9:30 a.m.
Westin Mt. Laurel
December 15 – Sweepstakes Drawing for 2012 Ford Fiesta Sedan SE.
(Entries due to United Way office by 12/13)

Dear Employee Chairperson:

Thank you for your commitment to Advancing the Common Good in Burlington County. Your efforts during the United Way Campaign, along with those of hundreds of volunteers like you, are creating opportunities for a better life for all.

This past year we have honed our focus to the three building blocks of our community: Education, Income & Health. We have taken this time to strategize and plan to make the biggest impact in our community. Our goal is simple: getting results.

I hope that you will make the most of your campaign as the Employee Campaign Chairperson for your organization. This manual, along with assistance from your United Way representative, will help you run a campaign that is informative, fun and successful.

By volunteering for United Way, you create long lasting-changes in every part of our community:

- Funding decisions are made by community volunteers who thoughtfully collaborate with United Way staff, the community and each other to address the needs in our community.
- Partner Agencies receiving funding through the United Way Advancing the Common Good Fund are reviewed annually to ensure donations are put to use effectively and efficiently.
- Low administrative expenses maximize your investment.

Like the rest of the country, our community has been dealing with the effects of the turbulent economy. We need your help more than ever! The majority of the funds raised through our annual campaign are contributed by employee groups, just like yours. We need you to help us increase the amount raised within your organization and to increase the number of people who contribute. If we all accomplish this, we will meet our goals and make Burlington County an even better place to live and work.

Thank you for being part of this change! This is what it means to Live United.

Edward O'Malley
2011 General Campaign Chair
Gallagher Benefits Services

Introduction

The Basics

What is United Way?

United Way of Burlington County is a locally run volunteer organization dedicated to improving the quality of life for the people of our community.

What is a United Way Campaign?

The United Way Campaign is an annual fund drive held within workplaces throughout the community. The campaign gives employees the opportunity to make charitable contributions through payroll deduction, supporting our community's diverse needs with one gift.

How long will it take?

This depends on you and your organization. Employee campaigns are a great way to help build employee morale and promote teamwork. Some campaigns take one day, others up to two weeks or more. Meet with your CEO to determine what is best for your organization. This manual will give you the information you need to make this decision and the tools you need to run an excellent campaign.

Will I have help?

Yes. A United Way representative – either a staff person or a loaned executive (LE)– will help you prepare, plan, promote and complete your campaign.

Where do I begin?

Right here. Review this manual and meet with your United Way representative. This way, you'll be off to a great start.

Why You Were Chosen to be an Employee Chairperson

- A CEO who endorses the United Way campaign understands the importance of United Way to your company and community.
- A CEO who believes in United Way does not entrust the task of employee chairperson to just anyone, but instead assigns it to the person whom he/she knows will follow through and will “get the job done” well.
- The CEO picks an employee chair who is dedicated to the company and community.
- The CEO picks a person who will reflect well on the company.

Your Responsibilities as Employee Chair

- You are the FIRST and LAST person involved in your company's United Way campaign.
- You MANAGE your company's campaign.
- You work directly with United Way to create the campaign plan, recruit the right people to carry the plan out and wrap up the campaign.
- You get the kudos and recognition for the successful campaign – from your CEO, coworkers and United Way.

Ten Steps to a Successful Campaign

On the following pages, you will find everything you need to plan and execute a successful United Way Campaign. Check off each item as you complete it, and watch your campaign take shape.

Step 1: Determine Climate

- Discuss expectations and ideas with your CEO; set your goal.
- Look for areas of improvement over past campaigns, meeting with last year's chairperson, if possible.
- Evaluate your company's economic and employment state, and overall knowledge and feelings about United Way.
- Meet with your United Way representative to discuss findings and begin planning.

Step 2: Recruit Motivated People

- Recruit your campaign steering committee to carry out campaign plans.
- Recruit campaign coordinators (campaigners) to solicit their peers.
 - one campaigner for every 15-20 employees is recommended
- Conduct training or send campaigners to United Way's workshop.

Step 3: Meet with Steering Committee to Develop Plan

- Set campaign dates.
- Create campaign theme and plan special events.
- Identify incentives.
- Review plan with CEO or top management.

CAMPAIGN THEMES

LIVE UNITED.™

Give. Advocate. Volunteer.

Advancing the Common Good

Building a Caring Community

Choose to Care

Creating Lasting Changes

Investing in Our Community

Join the Movement

How I Live United

Make Your Caring Count

Making a Lasting Impression

Results You Can See

Influence the Condition of All

Step 4: Establish Plan to Publicize Campaign

- Schedule internal e-mails, voice-mails and/or memos.
- Decide where to put posters and/or flyers in lobby, cafeteria and other strategic locations.
- Prepare letter from your CEO announcing the campaign (sample, p.10) a few weeks prior to the campaign.
- Assign campaigners to hand-deliver pledge forms and United Way brochures.

Step 5: Develop Tools

- Order campaign materials and/or arrange delivery from United Way representative.
 - Create/ establish electronic tools.
 - Begin publicizing campaign.
 - Personalize pledge forms and return-envelopes, if possible.
 - Disseminate campaign materials to all employees with help of steering committee and/or campaigners (if not at kickoff).
 - Collect incentives, with help of steering committee.
-

Step 6: Hold Leadership Giving Campaign

- Have your CEO invite top management to a lunch or breakfast staff meeting, where they will be asked to give at the Leadership Level (\$1,000, or more).
- Have a United Way Leadership Committee volunteer speak to the group.
 - your United Way representative will arrange for volunteer speaker
- Have CEO make official “ask.”

Step 7: Hold Kickoff and Group Meetings

- Offer refreshments:
 - bagels, donuts and coffee
 - pizza and soda
 - cookies and/or fruit
- Provide materials (pledge form and brochure) to everyone in attendance.
- Have CEO or top manager speak:
 - announce goal
 - announce amount already pledged through Leadership Giving Campaign
 - ask for increased/continued support
- Have United Way representative speak.
- Show a United Way campaign video.
- Explain details of the campaign, including:
 - past results
 - campaign goal
 - incentives
 - deadlines, etc...
- Share with employees how United Way helped you personally.
- If no “group meeting” kickoff, follow the established publicity plan to disseminate information and materials to inform everyone of the campaign kickoff.

Step 8: Follow Up

- Instruct campaigners to do face-to-face solicitation of employees.
(Remember to follow up with anyone unable to attend the kickoff.)
- Instruct campaigners to collect and tally pledges.
- Tabulate campaign results as you go – daily or weekly.
- Post campaign results regularly so that employees see progress.
- Show support to campaigners and volunteers. Encourage them constantly.

VOICE-MAIL AND TELEPHONE SYSTEM IDEAS

Send voice-mail reminders to employees.

Enlist a United Way services recipient to prepare a greeting or thank-you message to broadcast on the voice-mail system.

Conduct follow-up phone calls for employees who have not yet made a gift.

If committee members or campaigners are spread out geographically, use conference calls to hold meetings.

Step 9: Announce Campaign Results

- Tabulate final results.
- Develop list of Leadership Givers (\$1,000 plus).
- Complete United Way report envelope and meet with United Way representative to close campaign.
- Publicize campaign results and prize winners.
- Distribute incentive prizes.
- Critique campaign and save records for next year.

Step 10: Say “Thank You!”

- Conduct a “thank you” campaign for employees:
 - send “thank you” letters
 - host a “thank you” lunch or breakfast
 - plan a special celebration
- Recognize and thank steering committee and campaigners.
 - Thank you note with homemade goodies or a treat.
- Send thank you letters to anyone (vendors or co-workers) who donated incentive prizes or materials.
- Recognize first-time donors and increased donors by displaying names on LCD screens or signs in lobby or cafeteria.

THE PROOF IS IN THE RESULTS

The most effective employee campaigns use...

- Group meetings with immediate pledge form collection
- Peer solicitation by well-trained employee volunteers

The least effective employee campaigns are...

- Mail campaigns (pledge forms stuffed in payroll)

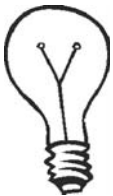
Appendix 1: Helpful Hints For a Successful Campaign

When planning your campaign, make sure your CEO has committed to:

- Payroll deduction every pay period – A gift spread over the year is easier for the donor.
- Schedule group meetings for all employees. Denying group meetings makes the decision not to give for all employees.
- Use of the United Way, or your own company, pledge form.
- The collection of all pledge forms at the end of each employee meeting.

It is important to keep in mind:

- Your campaigners should be educated on what United Way is and does, and how to ask for the pledge. They must feel comfortable sharing information about United Way and doing a one-on-one solicitation. United Way can help tailor a training for your group.
- Make it fun – for your co-workers and yourself! Make your campaign motivational, informational and interesting, rather than just about money collecting. Enjoy it and try to make it a time for employees to look forward to.
- The employee campaign is an employee benefit – an opportunity for all employees to learn what services are available to people in the community. It's also a place for employees to learn of volunteer opportunities, have their questions answered and learn where to get help (in a confidential environment), if needed.
- People avoid making a commitment, positive or negative, unless they are specifically asked, yet happily contribute if given enough information to make a positive decision. This is why group meetings and one-on-one solicitation are so important.
- Payroll donors give an average of seven times more than cash donors.



Company Web Site and Intranet Ideas

Create a campaign banner ad to run on the company Intranet. Add an endorsement letter or comments from your CEO on your company Intranet.

Link to all of your social networking sites.

Educate employees about online pledging programs and processes, if available.

Place training materials on your company Web site for easy access.

Include links to United Way's Web site (www.uwburlington.org) on your company Web site so employees can easily learn about the value and impact of United Way in your community.

Post information regarding specific company campaign events, progress reports, and results on company Web sites and Intranets.

Publish articles and pictures in employee newsletters about the campaign.

Ensure that the information posted on the site is up-to-date, accurate, and relevant to your co-workers.

Appendix 1: Helpful Hints, cont.

When Conducting Your Campaign:

- When possible, use technology to manage and publicize your campaign: communicate with campaign team via email, Facebook, Twitter and YouTube; get quick answers to your questions from United Way staff; visit the United Way Web site (www.uwburlington.org).
- Take every opportunity to keep your campaign in the forefront; for instance, put it on the agenda of every meeting during the campaign.
- Make sure the employees know who your campaigners are, and their function.
- Wear your United Way pin and give pins to your donors.
- Make every attempt to collect all pledge forms. An announcement from the CEO stating that everyone will be asked to make a decision regarding their contribution at the end of the group meeting will enable you to do this. Collect all cards – of givers and non-givers. This is a simple way to track who has attended the meetings and been asked.
- Your campaigners should follow up with coworkers who are out sick, out of town or on vacation when you hold your group meetings.
- A good way to schedule meetings is by department, with the department head speaking at each meeting.
- Schedule group meetings in succession. The enthusiasm from one good meeting will spill over into the next.
- As group meetings progress, tabulate the results and announce them at subsequent meetings. Everyone wants to be part of a success.
- Use your United Way goal poster and other means to announce the campaign progress.
- Don't use pressure.** United Way does not believe in coercion. While it's important to ask everyone, it's also important that your coworkers feel good about United Way and not "bad" if they cannot contribute as much as they used to (or at all) this year.
- If there is no time to schedule a kickoff, ask your CEO if a few minutes could be allotted to United Way during an already-scheduled staff meeting.

Setting a Goal

Determining Your Company's Potential:

Potential is defined as one hour's pay (equal to .006) per month per employee.
 $\text{Gross Annual Payroll} \times .006 = \text{Employee Potential}$

Increasing Dollars Raised:

Set your goal based on increased dollars raised as compared to last year's results
 $\text{Last Year's Results (A)} + (\text{A} \times \% \text{ Increase Desired}) = \text{Employee Goal}$

Increasing Employee Participation:

First, determine last year's percentage of participation and the average employee gift.
 $\text{No. Donors} \div \text{No. Employees} = \% \text{ Participation}$
 $\text{Last Year's Dollars Raised} \div \text{No. Donors} = \text{Average Gift}$
Then, set your goal based on your desired level of employee participation.
 $\text{Desired Level of Participation} \times \text{No. Employees} \times \text{Average Gift} = \text{Employee Goal}$



Appendix 2: Sample Letters, E-mails and Voice-mails

An endorsement letter goes a long way toward enlisting the support of your co-workers. Try sending a letter from your CEO or Union President announcing your campaign kickoff. Ask your United Way representative for electronic versions of these letters.

Sample CEO Letter to Employees

I invite you to join me in Advancing the Common Good in our community. By supporting the United Way campaign we at (insert company) can help to make lasting changes in Burlington County.

Your contribution to United Way is an investment right here in our community. United Way is focused on advancing the common good, and strives to improve lives and build stronger communities. With your help, we can influence the condition of all - from providing quality early care and education for our children to counseling and legal advocacy for victims of domestic violence.

Please join me in pledging support to United Way. By investing in education, income and health, we create a better future for our community.

Thank you.

Sample CEO Letter to Leadership Givers

I invite you to support (insert company)'s United Way campaign by making a Leadership pledge of \$1,000 or more. By making this generous contribution, you raise the bar and send a clear message to our employees about the importance of pledging to the campaign. Our company and its employees have a long history of partnering with United Way to improve the quality of life within our community.

United Way is determined to Advance the Common Good in our community by focusing on the building blocks of a better life, including critical issues like education, employment and housing. Volunteers and staff research the issues and provide the necessary vision and leadership to help make lasting changes where they are needed most. United Way invests your contribution in a thoughtful, effective plan for making sure that our community, families and individuals are safe, healthy and able to reach their full potential.

Please join me today in setting high standards for our campaign. Reaching out a hand to one influences the condition of all.

Sample Union Letter to Employees

Our annual United Way campaign begins on (insert date). Please join me in making a contribution that will make lasting changes right here in Burlington County .

Over the past half-century, Organized Labor and United Way have partnered to improve the quality of life in our region. The contributions of Organized Labor have assisted in making vital human service programs available in our neighborhoods. We partner in many ways: our leaders serve on the board of directors on local and national United Way boards and United Way has supported our members in times of need by ensuring the availability of food, job training and counseling.

United Way is focused on making a difference right where you live. Your contribution can help provide quality education for our children, housing and food for families facing hard times and independence for the elderly. Let's join together and be part of the change— we have the power to Advance the Common Good in our community by supporting United Way.

Sample Vendor Letter to Employees

The staff at (insert company) in (insert city), (insert state) will conduct its annual fund-raising campaign to benefit United Way of Burlington County from (Insert campaign start date) through (insert campaign end date). Throughout this campaign, they will offer incentives to coworkers at various participation levels to increase their giving potential. We would greatly appreciate a donation to use as one of these incentives.

United Way of Burlington County is a local volunteer organization dedicated to creating lasting changes in our community. This is accomplished by focusing on three main areas: education, income & health. Please help us influence the condition of everyone in Burlington County.

(Insert company) and United Way appreciate your support. (Insert company) will recognize your company's gift in the printed materials used to publicize its campaign. Thank you in advance for your support and consideration. We look forward to a continuing relationship with your company.

Appendix 2: Samples, cont.

Sample CEO Thank You Letter

I thank you for your generous pledge to our United Way campaign. Your gift exemplifies (insert company)'s commitment to Advancing the Common Good in our community. With your pledge, vital health and human services will continue to reach our neighbors in need and create long lasting changes in Burlington County.

Thank you for being part of the change — caring people like you make our company such an inspiring place to work. Your contribution helped us to raise (insert number) for this year's campaign (IF APPLICABLE: ,an increase of XX% over last year).

Again, my sincere thanks for your participation in our campaign — your contribution will create opportunities for a better life for all. This is what it means to Live United.

Sample E-mail and Voice-mail Messages

Your gift to United Way helps Advance the Common Good – Thank You!

Create opportunities for a Better Life for All – Give to United Way.

Be Part of the Change – Give to United Way.

Join the Movement to Live United - Give to United Way

United Way is in the business of Advancing the Common Good — by reaching out a hand to one to influence the condition of all. From quality early care and education for our children to mortgage assistance for low-income families to independence for the elderly, United Way collaborates with scores of community partners to identify and address critical needs.

United Way funds a continuum of services that addresses the needs of the entire community. By giving to United Way, you ensure that we all win when every single member of our community thrives. United Way pools your gift with those of other donors, leveraging these funds to achieve greater impact within our community.

By giving to United Way, you ensure that thousands of people from neighborhoods throughout our region receive the support and assistance they need to lead safe, healthy and rewarding lives. United Way researches the issues and provides the necessary vision and leadership to address the most pressing needs in our community. United Way invests your contribution in a thoughtful, effective plan for making sure that our community, families and individuals are safe, healthy and able to reach their full potential.

Appendix 3: United Way Resources

Campaign Films

United Way has a variety of films (most from 1-3 minutes in length) for you to choose from. Your United Way representative will help you decide which one(s) to show your employees. Loops are most are available in DVD and VHS format.

Partner Agency Speakers

Representatives of United Way's partner agencies are available to speak to your employees about how United Way contributions are used within their organization. You can even schedule a speaker that will discuss problems that are being experienced by your associates. Your United Way representative will make the arrangements for you.

Agency Tours

Visiting an organization that receives United Way funding provides your associates with the opportunity to meet some of the people they are helping and will have a dramatic impact on the success of your campaign. Your United Way representative will make the arrangements for you.

Campaign Materials

United Way Brochure: gives information about what United Way does and how your donation helps the people of our community. Please provide a copy to each employee.

Pledge Form: multi-part form which must be filled out to activate payroll deduction, request billing from United Way or use credit card or check payment. Please provide a copy to each employee.

Donor Choice Form: multi-part form required only for processing of designations by donors who wish to use the Donor Choice Option. If choosing this option, the pledge form must be filled out as well.

Car Sweepstakes Entry Form: entry form required for entry in UWBC's Miles of Smiles Sweepstakes.

Leaders in Giving Brochure: provides information on United Way's Leadership Giving program, in addition to recognizing donors at the \$1,000+ level and those companies that have leadership givers.

Campaigner Training Guide: provides helpful information for your campaigners.

Report Envelope: envelope for returning forms and campaign results to United Way.

Campaign Poster: helps promote and increase awareness of your campaign.

Goal Poster: "thermometer" keeps track of the progress of your campaign.

Car Sweepstakes Poster: builds excitement for the campaign with United Way's Car Sweepstakes Incentive.

Lapel Pins: for distribution to thank contributors.

Catalog of UW Promotional Items: available from the United Way Store to buy campaign giveaways, thank you gifts and performance awards.

NFL Schedule: produced by United Way Worldwide and the NFL for distribution to football fans.

Appendix 4: Campaign Themes & Activities

CAMPAIGN THEMES

Using a campaign theme is a great way to tie your activities and campaign together. They can generate excitement and team – building in your organization.

Game Show

Have employees or executives compete against each other in a fun question – and – answer game. You can base it off United Way Jeopardy, Are you Smarter than..., or Family Feud. Include United Way information in some of the questions.

Helping the Community

During your campaign, hold a Days of Caring project to allow employees to volunteer for an afternoon. You can also hold food or clothing drives and have departments compete to make the best sculpture using the donations employees brought in (such as canned fruit and vegetables).

Reality Show

Have managers or various departments compete in a reality show spin-off: Dancing with the Stars, Don't Forget the Lyrics, Top Chef, etc. Employees can choose the winner by dropping their completed pledge card in their favorite performer's box.

The Amazing Race

Your campaign kickoff can start this “race” around the office by traveling to different departments to collect clues. At each destination, teams will have to perform a roadblock task or answer a question about United Way.

We Love the 80s

Invite employees to attend a rally where they wear their favorite 80s gear or have a contest for the worst 80s outfit. Try an 80s movie trivia contest over e-mail, and make sure to include United Way bonus questions!

Health/Wellness Day

Create a fair-like atmosphere with volunteer organizations and local vendors who provide blood pressure checks, 15-minute massages, hearing checks, etc.

Team Day

Employees wear their favorite team jerseys/t-shirts/hats. Pep rally, lunch-hour tailgate party (ask employees to bring in their favorite dish to pass around).

Exotic Locales

Transform the office into a Hawaiian luau, African safari or the Australian Outback. Encourage everyone to dress the part and bring theme-related food to share!

Mardi Gras

Office parade (use office chairs as “floats”), Cajun potluck lunch, pass out beads and

Appendix 4: Campaign Themes & Activities cont.

CAMPAIGN ACTIVITIES

Using various activities and incentives can make your campaign a huge success. They are a great way to have some fun and generate enthusiasm while also helping the community.

Consider having employees pay to participate in some of the activities. The money will go to United Way and the winner can win a prize.

SPORTS-RELATED ACTIVITIES

Tricycle races
Basketball shooting contest
Putt-putt tournament
Washers tournament
Hula-hoop contest
Walk or run-a-thon
Field day
Wii Bowling/Tennis/Golf/Other Sport Tournament

GAMES AND CONTESTS

Office spelling bee

Executive Car Wash/Dunk-tank/Shoe-shine/Valet Parking

Puppy love: *Employees bring in a picture of their pet. Have others try to match the pet to the owner.*

Executive receptionist: *Employees vote by placing money in a jar for which executive they would like to be “receptionist for the day.”*

Fifties FunFest: *Karaoke contest, Elvis look-alike contest, Name That Song contest (employees match a snippet of lyrics to a song), serve root beer floats, hold a Fifties Dress-up Day, etc.*

United Way Carnival: *Bean bag toss, three-legged races, pie in the face, executive dunk tank, etc.*

Goal Competitions: *Between departments or teams (by participation rate, percentage of increase).*

FOOD

Cookie exchange

Pie throwing contest

Chili Cook-off or Bake-off

Food Social: *Pancake/egg breakfast, barbecue, pizza, tailgate, company picnic, ice cream. Management serves as hosts/chefs/scoopers.*

Build your own sundae

Coffee tasting

24-hour barbeque: *Reach all shifts by holding a 24-hour BBQ. Hot wing eating contest*

Food Bars: *Pasta, baked potato, hoagie, ice cream sundae, salad, taco. Each employee brings an ingredient.*

THEME BASKET RAFFLE

Have each department purchase items to create a themed basket. Employees who pledge early increase their pledge, etc get one or more tickets to bid on baskets.

OTHER IDEAS

Casual for a Cause: Sell casual day coupons and allow employees to dress down on certain days.

Thanksgiving Theme

Casual for a cause : *Sell casual day coupons and allow employees to dress casually on certain days.*

Include your customer base to solicit donations.

Appendix 5: Incentive Strategies that Work

Incentive Strategies that Work

Use incentives to encourage people to contribute more than they did in previous years, or to contribute for the first time.

To increase participation, offer incentives for:

- First-time contributors
- Department with the highest percentage of participation
- Department that returns all pledge forms first

To increase average gift, offer incentives for:

- New or increased payroll contributors
- Employees giving at suggested giving levels
- Donors increasing their gifts by a certain percentage or dollar amount

To encourage employees to pledge promptly:

- Hold prize drawings daily. The sooner employees pledge, the longer their names remain in the drawings!
- Recognize the first department to turn in all pledges
- “Early to pledge, early to prize!” Five chances for pledges turned in on the first day, one less chance each succeeding day
- Offer an “early bird” incentive prize category with an attractive reward

To encourage attendance at campaign meetings:

- Communicate that drawings will be held for those who attend
- Have your CEO do a voice mail, e-mail or in-house video reminder
- Include United Way on existing department meeting agendas that employees are already expected to attend

Making the most of your company’s gift (employees feel good when the impact of their giving exceeds their personal contribution):

- Promote its corporate United Way contribution during the campaign
- Match new leadership contributions two-for-one
- Match all first-time gifts, etc.

Appendix 6: Incentive Gift and Thank You Ideas

Incentive Gifts That Don't Break Your Budget

- Assigned parking spaces (close to entrance!) for one month/year
- Birthday “vacation days” • “Call in Well” days • Free oil changes
- Breakfast, pizza party or ice cream social for department with best results
 - Candy • Celebration lunch • Company-wide recognition program
- Dinner-for-two • “Dress-down day” or “Jeans day” passes • “Sleep in Late” awards
 - Extra breaks/shortened workdays • Family portrait (by company photographer)
- Free meals from company cafeteria • Movie passes or video store gift certificates
 - Open soda machines for a day/lunch • Gourmet coffee for a week
- Photograph of winning group in company publication • Pre-paid phone cards
 - Prizes or gift certificates from local merchants, restaurants, vendors
- Software • Stress balls • Theater or sporting event tickets • Weekend trips
- Job switch with boss • Use of company car • Ice cream truck for your office during lunchtime or afternoon • United Way promotional products*

**United Way-imprinted merchandise (much of which can also be imprinted with your company's logo) can be ordered from the United Way Store catalog or online at www.unitedwaystore.com.*

Creative Thank You's

- Place THANK YOU posters throughout your facility
- Publish a special THANK YOU edition of your internal employee publication
- Post THANK YOU messages on computer screens, E-mail, bulletin boards, etc.
 - Publish a series of THANK YOU ads in company publications
 - Distribute a THANK YOU payroll stuffer
- Send a THANK YOU letter or certificate from your CEO to all campaigners and donors
- Send small tokens of gratitude like a fresh flower, flower seeds, imprinted lollipops, candy, magnets, pins, stickers, etc. to all campaigners and/or donors
- Offer a special dress-down day, extended coffee break or lunch hour, early dismissal, free dessert in the cafeteria, etc. to campaigners and/or donors
 - Send a personal note from you and your CEO to committee and campaigners
 - Always publicize winners of raffles, prizes, competitions, etc.
- Display a giant THANK YOU card designed by clients from a United Way agency



Enjoy Miles of Smiles with United Way

To thank our donors, we have partnered with Holman Automotive to offer chances at winning a new 2012 Ford Fiesta Sedan SE. Please collect all entries and return to United Way by 12/13/11.

1 chance for gifts of at least \$4 a week (\$208 or more per year)

2 chances for gifts of at least \$6 a week (\$312 or more per year)

Appendix 7: Social Networking Ideas

There are several social networking sites available to help you communicate with your company during your campaign. Facebook, Twitter, and YouTube are used by millions every single day. Not only are these sites fun to use, but most importantly, free! You can send daily messages with campaign updates or words of encouragement. Here are some ideas of how to use these sites:

Facebook

- Create a Facebook page for your company's campaign. Co-workers can then 'become a fan' of the campaign.
- Post links to your company's site, United Way's site or other social networking sites you use.
- Post photos of campaign events to your page.
- Have your co-workers 'friend' you to keep updated about the campaign.
- Post daily updates about the status of the campaign, events or contests!
- Use your page as a central location to get feedback and ideas about the campaign from your "fans"

Twitter

- With a limit of 140 characters per 'tweet', you have to keep it short!
- Become linked with other employees, friends and family that use twitter.
- Give daily, brief updates about the campaign, offer encouraging words or respond to someone else's tweet!
- Let your fellow twitter-users know when there are updated photos on Facebook. These are always a big draw!

YouTube

- Post the United Way campaign video to your YouTube page.
- Consider hosting a YouTube contest for your employees. Have employees make short "How I Live United" cell-phone videos to upload to your site. Narrow it down to the top five, and have employees vote for the winner!
- Always post links back to your company website, Facebook and Twitter pages.

**GIVE.ADVOCATE.VOLUNTEER.
LIVE UNITED.**™



United Way
of Burlington County

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