

# Time-proven Tactics

## Campaign Planning: The Details

*Good planning usually starts with good questions. Your answers will give you a strong base to work from as you plan your campaign.*

- What community issues are most important to your company?
- Who in your company's management is supporting you?
- Can you incorporate United Way into established company events and communications?
- How can you educate the higher paid employees about Leadership Giving?
- How do you say thank you to all your donors?

## Strategies to Increase Participation

- Obtain top management's endorsement and active support (not just CEO).
- Recognize and celebrate when you reach goals, large and small.
- Recognize employees who participate in ways other than giving: donating bake sale items, acting as grill master at a brat fry, organizing an event, going on a tour of a United Way Partner Program, etc.

## Strategies to Increase the Average Gift

- Communicate increasing community needs.
- Utilize incentives focusing on increased gifts. (See Best Practices for ideas)
- Hold a Leadership Giving campaign.
- Stress the ease of giving.
- Ask employees to give \$1 more a week.
- Educate. Promote. Publicize.
- Say Thank You & Recognize.

## Where Can I Get Incentives?

- The **number one incentive** is time off. Discuss options with your CEO.
- You can purchase items from the United Way catalog.
- Ask employees to donate items or services to give away.



**Tim Herr,  
Younkers, Store Manager**

It's hard to watch the news and see people suffering in our community.

We have to talk about needs and work together to achieve solutions. Because we always think the person in need is going to be someone else, and we often don't realize the opportunities and programs available until we are the one who has to find help.

I LIVE UNITED by giving my time, talents and money when appropriate to help bring awareness to issues and needs so people in my community receive help they need.

**I don't just wear the Shirt, I LIVE IT.**

### What ECC's from our Top 20 campaigns say:

- 63 percent have a **campaign planning team**.
- 100 percent use **Payroll Deduction**.
- 74 percent offer **incentives**.
- 58 percent use the **Best Practices Ideas Guide**.

### What's the Most Popular Strategy in your campaign?

- "Raffle Themed baskets donated by each department."
- "Conduct Face-to-Face meetings with all departments."
- "Held a Pizza Party as our Thank You event."
- "Weekly events creates momentum and keeps everyone's interest."
- "We hold friendly competitions to engage employees and get everyone involved."
- "Jeans Day is an easy way to show support."

### What Strategy Didn't Work?

**#1 Answer:** "Just handing out the pledge forms doesn't work. You have to continually work and plan events to get employees motivated and involved."