Ten Tips For

Turning Up the Heat

On Your Campaign

**1. MEET WITH YOUR CEO OR MANAGEMENT TEAM:** Make sure all the employees know that the United Way campaign is supported by management, all the way to the top. Arrange for the CEO to speak at your campaign’s kickoff event. You can also have your CEO or upper-   
management sign emails and letters that go out to employees expressing support for the campaign.

**2. CREATE A CAMPAIGN TEAM:** Do not try to do it all alone. Feedback we have received from ECCs says that assembling a small committee or group to help organize the United Way workplace campaign is one of the most important ways to guarantee a more successful fundraising effort. Try to include people from different departments such as marketing & communications, personnel,   
payroll, and management. This helps to spread the labor, contributes to building a team atmosphere, and produces more creativity.

**3. SET GOALS:** Setting ambitious financial and participation goals are important because it is through an increase in dollars that United Way can provide more services to more people. To establish a challenging goal for the campaign, review the results from last year’s campaign and ask United Way for “Benchmark Goals” to help give you an idea of what is reasonable to expect. You can also create special incentives for employees who give a certain percentage increase more than last year or for employees who give for the first time.

**4. MAKE A SCHEDULE:** Publicize it and stick to it. Let everyone know *ahead of time* what events and meetings are planned, when pledges are due, and when totals will be announced.   
People are more likely to turn in their pledge forms when the campaign does not drag on so long that the whole thing becomes a distant memory.

**5. EMPHASIZE GIVING THROUGH PAYROLL DEDUCTIONS:** Giving through payroll deductions is the easiest and most effective way for employees to make the biggest impact they can. Payroll deductions allow employees to give a certain amount each pay period, which is great for   
employees who cannot give a large donation at once but can do a couple of dollars every period.

**6. LET UNITED WAY HELP YOU:** We are ready and excited to help you conduct your   
employee campaign in a number of ways. We can:

· Come and talk to your employees.

· Arrange for UW and agency representative to speak. (A great way to put a personal face to the partner agencies and hear firsthand how your company’s donations are used.)

· Arrange for tours of our partner agencies for your employees.

· Respond to any questions, concerns, or comments that might arise among your employees.

· Provide agency and client success stories.

**7. MOTIVATE EMPLOYEES:** Whether we admit it, we all respond to incentives. Knowing that you are “doing good” is nice. Knowing that you are doing good AND having a chance to win an extra vacation day is even nicer. Check out Page 14 for ideas on how to motivate and reward your employees.

**8. CONDUCT A LEADERSHIP CAMPAIGN:** Leadership Giving allows employees to make a greater impact on the lives of people throughout Florence County and sets your organization apart as a leader in the community. Couples or individuals who give $500 or more become Leadership Givers. There are five levels of leadership giving:

· Bronze: $500-$749

· Silver: $750-$999

· Gold: $1,000-$2,499

If your organization has several people who are prospective leadership givers, you may want to conduct a separate leadership campaign. We can help you with this. See Page 17 for more tips on conducting a leadership campaign.

**9. THANK EVERYONE AND CELEBRATE YOUR SUCCESS:** Never underestimate the importance of a “Thank You”. Send an email or letter out to all employees, regardless if they chose to give or not, thanking them for their efforts and letting everyone know the campaign results. You can also recognize employees or departments who did exceptionally well, and don’t forget to do a special thank you to your campaign committee for all their hard work.

**10. START PROGRAMS FOR NEW HIRES AND RETIREES:** Meet with your company’s personnel department to create a program for year-round solicitation of new employees and retirees. This will help prevent campaign losses due to employee turnover and allow new employees the   
opportunity to still participate in giving. Page 20 includes an example of a letter you can include in your new hire information packets.



**Get Support from Above!**

Have your CEO send out a letter to all employees to kick off the campaign!

Dear Employees,  
  
Every year (Your Company’s Name) gives each of us the opportunity to participate in one of the best ways to make a difference in our community – our local United Way   
campaign. For 65 years now, the United Way of Florence County has been working   
hard to address critical needs in the community by financially supporting seventeen   
local non-profit agencies through their annual campaign. These agencies are providing   
a wide variety of services such as assisting children, supporting education, aiding in   
crisis situations, and helping families through difficult times. Many of these services would not be available without the United Way of Florence County and donors like you.

Here at (Your Company’s Name) we all are very fortunate to have jobs that provide   
good benefits and the ability to meet our needs. Sadly, many of our neighbors are not   
so fortunate and lack many of the basics needs we might take for granted. Basic needs such as food on the table, a roof over our heads, a safe place for our children to go after school, access to healthcare, and even the ability to read and write. When you donate to the United Way of Florence County, your donation stays here in Florence County to help our neighbors, our co-workers, our friends, our family members, and anyone else who may be in need.

If you have not donated to United Way before, I strongly encourage you to give to this year’s campaign. If you are someone who has supported the United Way before or for many years, I ask you to consider increasing your gift or giving Love Share (one hour pay per month) to provide even more help and services to those in need in Florence County.

At (Your Company’s Name), we pride ourselves on caring about our community. That is why we support the United Way of Florence County. Not only is   
it the right thing to do, but it is the best way to change lives and   
make this a wonderful community to call home. Let us all come   
together and make a commitment to LIVE UNITED this year   
through our giving generosity.

Sincerely,

(Your CEO’s Name)



Announce the Campaign: **How would you like to make a difference for over 19,000 people right here in Florence County? By   
giving to the United Way of Florence County, you can make a difference, right where it’s needed the most. On (insert date here) we will be kicking off the 2019-2020 United Way Campaign.**

**Last year, the United Way of Florence County’s campaign raised over 1 million dollars for 17 local partner agencies and 24 programs to efficiently serve the most pressing needs in the community.   
We hope for this year to not only meet that goal, but exceed it. This is a great opportunity to get   
involved and help change someone’s life by giving.**

**I will be contacting you soon with more details about the campaign. Thank you in advance for your   
participation.**Announce the Campaign Kick-Off Event:**You are invited to a (event name) as we kick-off our 2019-2020 United Way Campaign!**

**DATE: TIME: LOCATION:**

**Come hear about the benefits of giving to the United Way and listen to the stories of individuals whose lives have been changed through your donations. (Name of the UW speaker) will be joining us to explain more about how the United Way works and to answer any questions you may have.**

**Don’t miss this opportunity to celebrate the kick-off of our campaign and hear how our contributions can make it possible for United Way to do more for Florence County and its residents. The only way we will be able to make our community a better place in which to live, work, and raise our families is to work together as one and give.**Share Information About The United Way:**The United Way of Florence County partners with and supports 17 local agencies and 24 programs throughout Florence County, helping thousands of people each year. When you give to the United Way of Florence County, your donation goes towards helping parents with daycare costs, providing health care, supplying food and shelter, helping children who have experienced abuse or trauma, providing home-delivered meals to seniors, and much, much more.**

Thank Employees After They Give:**Thank you! Because of you, our United Way campaign is guaranteed to be a   
success again this year! I hope you have enjoyed participating in the fun and   
activities for this year’s campaign. If you haven’t already, make sure to encourage your fellow co-workers to share a little aloha by giving so we can reach our goal of (goal total) (end date of campaign). Currently, we are only (current total) away!**

**United Way Information to Share Every day!**