

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™



“Fun-raising” Guide: Incentives, Activities, and Events For United Way Campaigns



How to Increase Campaign Participation

1. The biggest way to increase participation is to make it personal.

>Scheduling a 10-15 minute presentation at an already planned meeting is the number one way to raise awareness, educate, and inspire your associates. United Way can help with a speaker or DVD.

>Smaller departmental meetings or one-on-one solicitation can work if a large meeting is not possible.

>An email blitz is less effective, but can also work in lieu of meetings.

>If no other method is feasible at your workplace, put brochures in paychecks or a special distribution. This can be improved if a personal letter is added or emails accompany the envelope distribution.

2. Offer incentives and prizes. See list below for when to use incentives and types of incentives.

3. Have a special event or activity. See ideas listed inside for great, wacky, and outrageous ideas.

4. Establish friendly interdepartmental competitions. This could include a free meal or privilege for the first department to turn in all pledge cards or have the highest participation percentage.

5. FOOD ALWAYS DRAWS A CROWD. Provide coffee and donuts for a morning event, pizza at lunch, bake sale or homemade goodies. See more food ideas with the activity ideas inside.

6. Find an associate who has personally benefited from United Way and ask them to share.

Free entry into a drawing for ALL donors giving \$250 or more for \$250 DINING SPREE

Local Diner Bucks can be used at many local businesses. Go out to dinner every month for a year!

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Incentives—What, When, Where to get

What to use as Incentives

Prime parking places
Paid time-off
Gift Certificates
LIVE UNITED shirts or items
Department free lunch
Boss does job for half a day
Drawing for extra vacation day
VISA gift cards

When to use Incentives

New donors
Drawing of Donors more than \$100
Drawing of Leadership Donors (\$365+)
Turn in card on first day
Turn in card by certain date
Drawing for all donors
Pledge increase of 10% (+)

Where to get Incentives

Your vendors
Your company
Local businesses
United Way
Managers or other employees
Campaign committee
Order from
www.unitedwaystore.com

Welcome

Your job as Campaign Coordinator is vital to the success of the Northern Santa Barbara County campaign. You are the link between the donor and the broad network of human services that United Way contributors make possible.

The agencies and community affiliates funded by the Northern Santa Barbara County United Way campaign offer some of the best solutions available to our communities' challenges.

This guide will introduce you to the information you will need to conduct a successful campaign.

Please feel free to contact us with any questions you may have.

Steps to Success

Gain Support From Top Management

Support from top management will make your job easier and your campaign more successful. Find out what resources are available and strive for the following commitments:

- Management allows time for you to coordinate the campaign.
- Time and budget is allocated for campaign-related activities and incentives (see campaign ideas).
- CEO writes a letter endorsing the campaign (sample enclosed).
- Management makes appearance and speaks at employee meetings and events.

Employees will only be as enthusiastic about the campaign as top management. Be sure top management demonstrates a commitment to United Way.

Develop a Strong Campaign Team

Having others assist you with the campaign will make it fun and easy for everyone involved. Here are some tips for recruiting your committee:

- Make sure to include representation from all areas of your organization.
- Include a member of management on your committee.
- Recruit people who believe in United Way and will help others get excited about the campaign.
- Assign roles, responsibilities and accountabilities.

Plan & Prepare For The Campaign

Decide what will work best for your company's environment. The chemistry of your group should determine the type of campaign you plan.

- Decide on a theme, activities, incentives, and a thank you event (see campaign themes).
- Develop a detailed timeline and calendar.
- Set a challenging goal based on total dollars raised and/or percent of participation.
- Determine when employee meetings will take place. These meetings provide employees with the most information about United Way. (Be sure to check that the CEO or members of top management are available to attend the meetings.) Make arrangements with the United Way office to have representation from United Way and a partner agency to hear real life impact stories.
- Remember to include retirees in your activities so they are not left out.

Steps to Success

Promote United Way

Educating employees about the value and work of United Way is the best way to gain their support. The United Way office is an excellent source for materials and assistance you may need.

- Utilize United Way literature.
- Invite a United Way Representative to speak to employees at a kick-off/employee meeting about how their investment in the community can change lives.
- Use technological resources, such as intranet, e-mail and/or voice mail, to pass along information about United Way to all employees.
- Promote the ease of payroll deduction.

Making the Ask

Asking people to give may seem intimidating at first, but once you read these easy tips, you'll feel more at ease.

- Let people know ahead of time that you will be asking them to pledge.
- Ask them to give more, not less.
- Collect the completed pledge cards at the end of employee presentations.
- Strive to make the ask of all employees.

For easier tracking, ask all employees to return their pledge cards. This ensures that everyone has had the opportunity to pledge.

If you cannot directly ask everyone, here are a few ways to encourage giving. Incentives are a great way to increase participation and make giving fun.

- Create friendly competition between departments, other company locations or like industry companies.
- Offer incentives based on timely return of pledge cards, participation and/or specific giving levels.
- Give small gifts to employees to recognize their generosity.

Fun and prizes always make it an enjoyable campaign. Make your campaign stand out by having some fun while you help the community.

Celebrate & Report Results

Let employees know how much the community appreciates their time and dollars. Saying "Thank You" is reported as the investor's most important need. The investors and volunteers allow United Way to offer the much-needed services to our community.

- Say Thank You! Conduct a special celebration for investors with food and words of thanks from management. Don't forget to invite the retirees!
- Your results are important! Please tally and report your results to the United Way office as soon as possible.

Promote Year-Round Communications

The main campaign is done, but there are literally thousands of ways for your company to remain involved with United Way year-round.

- Work with the United Way office to customize a New Employee Program that is right for your company.
- Volunteer. There are opportunities that fit your needs and interests.
- Include United Way stories in your company newsletter or send e-mails about the work that United Way is doing with the investor's contributions throughout the year.
- Your United Way representative can provide stories and information for you to use in company newsletters and other communications.

A-Z of Fun-raisers for Workplaces

A is for Auction

Have a silent auction. Get items donated from department managers or campaign committee members. Personal items are sometimes the biggest fun-raisers, such as a department Mexican lunch, 1 dozen "muffins-of-the-month," or other item an employee is famous for making. Put items into theme baskets such as fisherman's favorite, family night, gourmet gift basket, pampering your pet, etc.



B is for Bake Sale or Bake-off Contest

Who makes the best chocolate chip cookies or brownies? Have a contest where employees bring in their best and others pay to sample each and vote. Or have a bake sale. One local work-site had a dessert bake-off and then sold a cookbook of the recipes.

C is for Casual Days

Allow employees to dress down if they purchase a United Way Casual Day sticker, or let everyone dress down on your presentation day. Have a United Way Casual Day once a month and collect funds all year. Try a variation such as Favorite Sports Team day, Stupid Hat Day, 70's attire day...

D is for DVD/CD /Book Sale or Dunk Tank

Let people bring in their old (but still functional) DVD's, CD's, or books for a Media Sale and sell them to raise funds for United Way. Have a **dunk tank** in the parking lot and let people pay to dunk a labor leader or manager.

E is for E-bingo

Sell bingo cards for a small fee (we can give you some United Way cards which list organizations and projects that receive UW funding). Send emails throughout the week featuring one or two projects with info about them. Give a small prize like a candy bar for bingo and special prize for the first to fill their card!

F is for Frisbee Golf Tournament

Have a group outing to the Waller Park Frisbee golf course and raise money for United Way or use nerf disks and set up a course in your workplace.

G is for Guess the Number

Fill a jar with x-number of candies, bolts, cotton balls, marbles, beans, or even United Way pins and let people guess the number for a donation. Winner gets the jar or other prize.



H is for Holiday Party

Have an out of season holiday party just for the fun of it such as Easter in October or Christmas in September.

"Fun-raisers" BEWARE - Don't get so caught up in the activity that you forget about important aspects of the campaign—effective "asks," payroll pledges, and turning in pledge cards. They should supplement the main campaign, not replace it.

I is for Ice Cream Social

Perfect gathering idea for a United Way presentation.

J is for Joke Contest

Have people pay to enter their best joke (clean, of course) and campaign committee votes for the best one. (This can be done by email if they pay the joke coordinator when they send it to them, or you can use our PayPal link at

www.uwcentralcoast.org/Donate.html

K is for Key to the Treasure

All who submit pledge form by a certain date get a key, but only one opens the treasure chest of prizes.

J is for Jam

Have a best jam contest or a Karaoke "Jam" contest at lunch time.

L is for Lemon Golf

Set up a putting or driving course and see who can get the lemon in the hole or has the longest "Lemon" drive. (Or try it with marshmallows.)

M is for Massage

Have a chair massage therapist come in and give chair massages to those who increase their pledge or are leadership donors.



LIVE UNITED

Require a completed pledge card for admission to your “fun” food break such as root-beer float break, free watermelon break, cookie day, or donut day!

N is for No-Bake Sale

For a No-bake sale, people donate what they would have spent to bake or to buy other’s goodies.

O is for Olympics

Have an Olympic theme and have races, such as office chair race, paper clip chain-making, trash can basketball, or paper football games.

P is for Pumpkin-Carving Contest

Have a Halloween theme. For a fee, people can enter a carved pumpkin to be judged by others. Set up different categories such as scariest, happiest, ugliest, most original. If you are really brave, have a pumpkin-throwing contest.



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Try some games from Minute to Win It. Most require items like playing cards, pencils, string and candy, or golf balls—things you already have and are simple to set up. Find over 30 games at www.nbc.com/minute-to-win-it/how-to/

Q is for Quizzes

Have a United Way quiz or one on your company’s history, etc. Give a LIVE UNITED shirt to the winner.

R is for Raffles

You can raffle off a special parking spot, extra vacation day, or prizes provided by the company or other employees. You could have a 50/50 raffle. Just make sure to track the raffle income and report it on your **Coordinator Campaign Report**, as we may have to pay sales tax on it to the State.

S is for Scavenger Hunt

Place LIVE UNITED stickers on items throughout the workplace and have people take digital photos of them (or turn in a list) to win a prize.

T is for Team up, Turkey Bowling, or Tricycle races. Enter a **team** in the United Way Golf outing or set up a team/team competition in your workplace. **Turkey bowling**—use frozen turkeys and 2 liter pop bottles in your parking lot or long hallway.

Have a **tricycle race** in your parking lot and set up some obstacle cones to mark the course. Time it and the best time wins a LIVE UNITED shirt.



U is for United Way Day

Have a United Way Day, and encourage people to wear LIVE UNITED shirts, hats, etc. You can pre-order and sell them that day. There are also LIVE UNITED buffs (bandanas), socks, wrist bands and lanyards at the United Way Store. Buy from www.UnitedWaystore.com



V is for Vending Machines

Donate vending machine sales to United Way the week of your campaign.

W is for Sports Team Coin Wars

Set up two containers for a coin collection, one for the Giants and one for the Dodgers, or one for the Lakers and Clippers, etc. Let people wear the colors or regalia of the winning team on a special casual day. (Hint, take jars to the bank and let their coin machine count it.)

X is for X-tra Effort

Have your own awards program to recognize employees who do volunteer service in our community, especially for United Way partner organizations and programs.

Y is for Your Best Pet Picture

Have employees pay to submit a favorite animal photo and feature the winning one(s) on your bulletin board all month. You can add categories for ugliest, cutest, most athletic, funniest, etc.



Z is for Zany Game Show

Zany Game Show—Have your own version of a “Jeopardy” or question-type game show and make it more zany with costumes or white elephant prizes. Have them answer questions related to United Way to win prizes.

Live United

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REACH OUT A HAND TO ONE AND
INFLUENCE
THE CONDITION OF ALL.



WE'RE ON THE WEB!

www.NSBUW.com

Ways to Celebrate Reaching Your Goal

Measure your progress—Use a race track, football field poster or United Way Thermometer to measure your progress toward your goal.

Incredible shrinking tie – Have your CEO wear the same tie and cut off an inch for every 10% toward your goal. When you reach the goal, the tie disappears!

Management Car Wash – If you reach goals, management washes cars in the parking lot for employees.

Celebration Day - Have free vending machines, root beer floats, or other special food break to celebrate reaching goal.

Double dare you – If you reach goal, HR manager or campaign coordinator (or manager?) will dye hair pink or get it shaved, or wear a silly costume to work on a casual/celebration day.

Photo-op – Report your success to our community by having a photo-op with your campaign team.

Campaign Checklist At End of Campaign

- ___ Make sure all pledge forms are signed.
- ___ Copy the pledge cards and give the copies to United Way. Keep the original copy for your company.
- ___ Make sure a “total gift” amount is listed on each pledge form.
- ___ Fill out a **Campaign Coordinators Report**. Make sure to report event income and if you had a raffle. Please also list any in-kind donations the company made to promote the campaign.
- ___ If possible, email an Excel spreadsheet listing payroll, direct bill, check donations and designations.
- ___ Paper clip but don't staple cash or checks to pledge cards.
- ___ If you held a special event that raised cash, please give us a check or money order for the full amount if possible. If you turn in cash, please indicate and sign for it on the **Campaign Coordinator's Report**.
- ___ Don't forget the corporate donation pledge card!
- ___ Please completely fill out the form and place in envelope with the pledge cards. Call 9220329 to schedule pick up or drop off of your packet .





Date: _____
 Employer: _____
 Emp Cmpgn Mgr: _____
 Phone: _____
 Email: _____
 Address: _____

PRIOR YEAR: Approx
 Current Year: _____
 Difference:

Presentation Date:		Campaign Begins:		Payment Frequency	
Date payroll deductions begin:	<input type="text"/>	<input type="text"/>	<input type="text"/>	Monthly	
How many pay periods in your year:	<input type="checkbox"/> 12	<input type="checkbox"/> 24	<input type="checkbox"/> 26	<input type="checkbox"/> 52	Quarterly
Employer Match:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Semi-Annual
Total # of Employees in company:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Annual
Total # of Donors:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Total # of Leadership Circle givers: <i>(Gifts of \$500 or more)</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	# of Donors	Contributions	Amount Enclosed		

1. Payroll Pledge	<input type="text"/>	\$ -	\$ -
2. Cash/Check <i>Cash and Checks enclosed</i>	<input type="text"/>	\$ -	\$ -
3. Direct Bill <i>United Way will bill donor directly</i>	<input type="text"/>	\$ -	\$ -
4. Paid by Credit Card	<input type="text"/>	\$ -	\$ -
5. Special Events	<input type="text"/>	\$ -	\$ -
6. Company Match	<input type="text"/>	\$ -	\$ -
Total This Report	<input type="text"/>	\$ -	\$ -

Designated to Agencies

- Please check any of these used in your campaign:
- Recruited campaign team with company-wide representation
 - Offered incentives to employees for participation or giving
 - Set meaningful goals along departmental lines
 - Held informational briefings using United Way speakers
 - Distributed United Way brochures
 - Conducted a campaign kickoff event
 - Thanked employees for giving

United Way Packet Includes

- 211 Cards
- Bookmarks
- Pledge Cards
- LU T-Sticker

NOTES

Pledge Forms: Please return a copy to your United Way so that all individual givers may be recognized

Gave Copy to Finance Department Signature _____