

Creative Fundraising Ideas

You know your organization best. Consider how best to use incentives. Use them if you reach a participation goal, if people turn their pledge card on the first day, to promote leadership giving or use them to raise additional dollars on top of the campaign. These ideas can be drawings or raffle items; you decide what will work best.

Popular Incentives

- Day pass to Noccalula
- Dinner for 2
- Gift certificates
- Movies passes
- T-shirts/company gear

Popular FREE Incentives

- Prime parking space
- CEO hand delivers coffee to everyone
- Early dismissal on Friday
- Extra vacation day/your birthday off
- Jeans day/dress down day

Popular Promotion Ideas

- Hang posters throughout your building
- Send out e-mail announcements
- Place a treat and factoid about United Way on everyone's desk the day of the Kick-off
- Volunteering together is a great team-building experience

Additional Low or No-Cost Incentives & Special Events

- Perpetual Trophy – awarded to branch / department with the highest % participation (on-going award year after year)
- Baby or pet picture match game
- Potluck BBQ (you can turn this into “buy the recipe special event”)
- Bakery Cart or Bake Sale
- Boss cooks for everyone
- CEO washes a lucky winner's car
- Chili cook-off
- Guess how many: jelly beans, M&M's, or candy in a jar
- United Way trivia game
- Office Olympics
- Office scavenger hunt
- Executive / management staff talent contest
- Send a sing-a-gram – someone in your office has an amazing voice to share
- Switch job duties for X amount of time (CEO answers phones, Principal takes over a classroom, etc.)
- Ice cream social

United Way Partner Agencies

Education

Big Brothers Big Sisters of Northeast Alabama
 Boy Scouts, Greater Alabama Council
 Boys & Girls Club of Gadsden/Etowah County
 4-H Clubs of Etowah County
 Girl Scouts of North Central Alabama
 United Ability - Hand in Hand Program
 United Way's Success by 6

Financial Stability

Darden Rehabilitation Center
 Family Success Center
 Gadsden Community Education Program
 **Retired & Senior Volunteer Program (RSVP)

Health

Council on Aging
 Easter Seals- Etowah County
 Etowah County Home Health Services
 Etowah Free Community Clinic/ PRN
 MANNA
 Mental Health America of Etowah County
 Northeast Alabama Kidney Association
 Snellgrove Civitan Center
 YMCA of the Coosa Valley
 **Alabama Head Injury Foundation

Safety Net

American Red Cross
 James M. Barrie Center for Children
 Etowah Baptist Mission Center
 Etowah Community Food Bank
 Family & Children Placement Services
 The Salvation Army
 Thirteenth Place
 2-1-1/First Call for Help
 **2nd Chance

**Funded through Community Impact Grants



United Way fights for the health, education, and financial stability of every person in Etowah County.

We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against Etowah County's most daunting social crises.

THANK YOU!

Successful employee campaigns are very important to United Way. By establishing a **FUN, EXCITING** and **CREATIVE** campaign, you are helping to change the community for the better. Every person involved and every dollar raised through your campaign is another **POSITIVE** step for the entire Etowah County area.

United Way provides the Campaign Coordinator Tool Kit online at www.uwoec.org/campaign-coordinator-tool-kit

Thank you for supporting our community through United Way!



UNITED WE WIN

LIVE UNITED

Campaign Guide



The Importance of Supporting the Community through United Way

- United Way is the **ONLY** non-profit organization that embodies **27 health and human service agencies**.
- One of the nation's top rated non-profit organizations, the United Way concept has been alive for over **130 years**.
- United Way of **ETOWAH COUNTY** has been transforming lives in our community for over **80 years**. All decisions concerning where the dollars go are made by volunteers.
- Volunteer Allocations Teams spend months reviewing, analyzing and evaluating programs, identifying the most critical issues and ensuring there is no duplication, allowing your donation to work most effectively in our community.

Meet Your Loaned Executive

Your Loaned Executive is a great resource for best practices and ideas to make your campaign fun. A brief meeting with him or her will prepare you for your campaign role. You will review campaign data, discuss a plan of action and develop a timeline to complete your campaign.

1. Gain Top Level Support

When Top management supports the campaign, their support filters down through the entire staff. Strive for the following commitments:

1. Allow time for you to run a successful company campaign
2. Recruit a Campaign Committee
3. Recruit a Leadership Giving Chair
4. Secure a corporate gift/match
5. Attend Employee Campaign Coordinator Training at UW or UW can conduct a training at your company with your committee
6. Invite management to kick off the campaign at meetings and thank-you events
7. Ask CEO to send out an e-letter to all employees endorsing campaign
8. Ask for a small campaign budget for a few fun employee incentives

2. Develop Effective Marketing Plan

1. Use United Way pledge forms
 - **Payroll Deduction** ~ The **BEST** way to give
 - Check
 - Cash
 - Credit Card
 - Planned Giving
2. Promote Leadership Giving (\$1,000 + may be combined with spouse)

Levels of Investment Leadership Giving

| | |
|-------------------------------|---------------------|
| Alexis de Tocqueville Society | \$ 10,000 & above |
| Builders Society | \$ 5,000 ~ \$ 9,999 |
| Gold Feather Society | \$ 3,500 ~ \$ 4,999 |
| Silver Feather Society | \$ 2,000 ~ \$ 3,499 |
| Red Feather Society | \$ 1,000 ~ \$ 1,999 |

3. Hold a kick-off event to promote your campaign and increase enthusiasm
4. Conduct individual employee meetings for all shifts/locations to ensure all employees have an opportunity to attend a rally. Meetings can work in conjunction with already scheduled staff or safety meetings
5. Send frequent email messages to encourage and promote employee participation as well as report progress throughout the campaign
6. Display United Way posters or design custom posters
7. Utilize games and contests

3. Campaigning to "Potential"

Make it very simple for each employee and CEO to understand what the goal means to them.

United Way bases "POTENTIAL", what is POSSIBLE, on:

$$\# \text{ of employees} \times 12 \text{ months} \times \text{average wage}$$

From The U.S. Census: The average wage in Etowah Co. is \$15.14

$$\text{Potential} = 100 \text{ emp.} \times 12 \text{ months} \times \$15.14 / \text{hour} = \$18,168$$

BREAK IT DOWN TO INDIVIDUAL TERMS:

How much would each of the 100 employees have to contribute to raise \$18,168?

$$\$18,168 / 100 = \underline{\$181.68}$$

Breaking it down even further:

The ABC Company pays employees 26 times per year.
 $\$181.68 / 26 \text{ pay periods} = \underline{\$6.99}$ per paycheck
 That is a little more than 1 Starbucks drink per pay period.

For a little more than 1 Starbucks Grande per pay period employees can give to United Way and **TRANSFORM** lives!

GIVING IS EASY WHEN YOU KEEP IT SIMPLE!
PAYROLL DEDUCTION MAKES IT THE EASIEST!

4. Make "The Ask"

Fundamentals

1. Personally give before you ask others to give
2. Ask for fellow co-workers to increase their gift
3. Make sure to invite ALL employees, all shifts, all locations
4. Incorporate retiree groups into the campaign
5. Collect investment forms at the end of rally
6. Ask all employees to turn in pledge form to ensure accountability

Guidelines

1. Provide all employees with a listing of Community Partners on Community Partners Palm Card
2. Encourage payroll deduction

Incentives & Competition

1. Create friendly competition between departments or other locations
2. Offer incentives based on timely return of pledge forms, participation and/or specific giving levels

5. Final Results & Thank You

Campaign Wrap-Up

1. Conduct make-up presentations to ensure every employee has been included and returns a pledge form
2. Distribute Donor Discount Cards to Donors
3. Calculate results and fill out Campaign forms
4. Submit final results to United Way in Campaign Envelope

Appreciation & Recognition Program

After a successful campaign, it is very important to say "THANK YOU" to all employees who helped make the campaign a success. People want to feel appreciated when they have done something positive. Helping the community by giving to United Way is no exception. The more personal the thank you, the more it is appreciated.

1. Hold an event to thank employees and announce results
2. Thank employees in a newsletter and/or a personal letter
3. Distribute incentives: pens, hats, t-shirts, etc.
4. Recognize Leadership Givers
5. Give special recognition to Campaign Committee volunteers



In Etowah County, United Way's Success By 6 is a catalyst for change, directing attention and resources to new projects that impact young children. We do this through **Partnerships, Education, Prevention, and Intervention**



ONE CALL MAKES SENSE

Find the resources you need with one call! United Ways 2-1-1/ First Call for Help connects people and resources to help face life challenges .2-1-1 is a free and confidential community helpline available 24-hours a day, 7 days a week.

Campaign Timeline

| | Notes |
|---|-------|
| <input type="checkbox"/> Attend United Way Training Workshop | _____ |
| <input type="checkbox"/> Meet with United Way Loaned Executive | _____ |
| <input type="checkbox"/> Obtain support from CEO | _____ |
| <input type="checkbox"/> Set Campaign Dates (no longer than 2 weeks) | _____ |
| <input type="checkbox"/> Train & empower campaign committee (Include members from all shifts) | _____ |
| <input type="checkbox"/> Develop marketing plan | _____ |
| <input type="checkbox"/> Establish giving levels with incentives | _____ |
| <input type="checkbox"/> Develop Leadership Giving Program | _____ |
| <input type="checkbox"/> Set Challenging Goal: one hour's pay/month for hourly, 1% for salaried employees | _____ |
| <input type="checkbox"/> Get CEO's approval of plan | _____ |
| <input type="checkbox"/> Schedule employee group meetings to include ALL employees and shifts and locations | _____ |
| <input type="checkbox"/> Plan Kick-off | _____ |
| <input type="checkbox"/> Arrange Agency Speakers / Tours | _____ |
| <input type="checkbox"/> Develop a "Thank you" Campaign | _____ |

