Winning Ideas for Successful Campaigns

Here are some tips for any Employee Campaign Coordinator to maximize the impact of your giving campaign.

Engage

- **Get their undivided attention.** Use a required all-staff meeting or incentivize attendance with food, prizes.
- **Be the first to make a pledge.** Then, thank those who follow your example.
- **Be curious.** Find out what their values are (education, financial stability, health), what they know about United Way, and their potential barriers to partnering with United Way.
- **Be proactive.** Answer any and all questions you can. If you are unsure how to follow up with a potential donor, contact your Campaign Manager.

Motivate

- **Show the latest Campaign Video.** Find the latest campaign video by going to uwwashtenaw.org/campaign-toolkit.
- **Schedule a presentation to your staff by United Way's staff.** United Way staff love joining any staff, board, or community meeting to discuss how UWWC invests.
- **Host a special event.** Offer free food during your United Way presentation.
- **Offer incentives to give.** Workplaces often offer PTO, long lunches, or “jeans day” incentives to their employees.

Ask

- **“Not being asked” is one of the top reasons for not giving.** Personal contact is critical to your campaign team’s success.
- **Start off with people who already give.** Ask your Campaign Manager for a list of donors from last year.
- **Encourage payroll deduction.** It’s easier to give smaller amounts consistently.
- **If they’re not able to give, ask them to G.A.V.E.** In addition to Giving, community members can Advocate, Volunteer, and explore Equity in their community.
- **Be comfortable with hearing “no”**. We recognize that some community members do not share our values. In this case, there may be other organizations in our community that are a better fit for them.

Thank

- **Recognize all your employees, no matter how they partner with United Way.** We respect, appreciate, recognize and build relationships with all of our partners including donors, advocates, volunteers, and equity champions.