

WAYS TO INCREASE CAMPAIGN TOTALS

Here are some ideas to help you Increase Campaign Totals...IDEAS THAT WORK!

CEO ENDORSEMENT

Make sure your employees know your **CEO IS** supportive of the campaign by having him/her **announce the campaign and communicate** throughout.

CAMPAIGN COMMITTEE

Forming a team to tackle the process **will make it easier for you** and increase your campaign's visibility.

CORPORATE MATCH

Explore the option of **doubling your employees efforts** with a **match from your company**, actively promote it if you currently match.

NEW HIRES PROGRAM

Remember to include **UNITED WAY** in all **new employee** orientations, no matter what time of year.

LEADERSHIP GIVING RECOGNITION

Show your **Leadership** contributors that you **recognize their generous support** of your campaign.

INCENTIVE GIFTS

We have tons of ideas on how to **say thanks**, check the Thank & Inform page for **Incentives & Thank You's**.

PROVEN TO BE EFFECTIVE

These methods have proven to work...to pay off!

HOST A THANK YOU EVENT

Show your appreciation for the **contributions and efforts of your staff**. It can be during a break time, lunch or after work.

EMPLOYEE CAMPAIGN COORDINATORS CURRENTLY CONTRIBUTE

Personally and publicly **support the campaign** to **encourage others** Hang posters in workspace, volunteer for United Way events.

THEME OR FUN ACTIVITIES

Check out the **Fun Ideas suggestions** or contact us at **United Way of Mower County**. We are here to help you.

ENGAGE RETIREES

Invite your retirees to participate in your campaign and volunteer activities, have their contributions **be part of your campaign**.

SET CAMPAIGN GOALS

Have a company wide or departmental goal to encourage **a team effort**. United Way can help you determine a goal.

Fun

CAMPAIGN IDEAS

Here are just a few ideas to **put some fun** into **campaign**

Wii LIVE UNITED

Schedule a tournament of Wii games over breaks and lunch hours. Host a Wii design contest and see who can best recreate themselves in digital caricature. Award simple, but fun prizes to winners (bowling certificates for top Wii bowler)

ROCK STAR

Unleash the inner Rock Star in your staff. Allow employees to come dressed as rock stars or wear their favorite band's t-shirt as a thank you for making a United Way contribution. Have a best dressed contest or bring in a karaoke machine or Guitar Hero/Rock Band game to really see your coworkers rock

OFFICE OLYMPICS

Everyone needs to break the work day blues. Design a series of fun, yet safe, office or department style Olympics events. Have a tricycle or office chair race, paper airplane toss, shooting baskets, spelling, typing and creative memo writing contests, etc. Divide your employees into teams and award simple prizes or medals to them all.

TAILGATE PARTY

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tasty tailgating foods.

LATE FEES

Employees who arrive late for meetings, or any other tardiness, pay a fee to be donated to United Way of Mower County.

MORE Fun

CAMPAIGN IDEAS

VINTAGE T-SHIRT

Employees pay a fee to wear their favorite vintage or concert t-shirt to work. Fellow employees can vote on favorite shirt.

CASINO

Go all in and turn your office into a casino like no other. Mix it up: set up a traditional style pit or more like National Lampoon's Vegas Vacation "Pick a Hand" events, board game competitions. No matter which way you go...play money is great fun for everyone...win or lose.

SPORTS

A series of mini games, office/cube decorating contests and a casual day to let everyone where jeans and a jersey. Your boss an Iowa fan? Set a campaign goal and challenge...if you make your goal, the boss comes dressed as a Gopher or Cyclone for the day.

GOLF PUTT

Supply a putting green and club. Employees pay per putt for a chance to win prizes.

BABY PHOTO

Employees bring their baby pictures to work and post a few days before the event. Contestants pay to enter the contest and pay to match employees to their baby photo. The employee with the highest number of correct matches wins a prize.

LEADERS IN GIVING

The United Way of Mower County recognizes the individuals and families who lead the way with contributions of \$500 or more to United Way of Mower County. **Leaders In Giving** members set an example of leadership that motivates other to give - and act.

Last year alone our Leaders In Giving contributed **\$392,372.16 or 38%** to our campaign. These funds are strategically invested to create measurable and lasting change toward our community's most urgent needs.

Leadership Benefits

- Recognition in United Way of Mower County Annual Report
- Recognition as our communities most generous and accomplished individuals and families

Leadership Levels

Tocqueville	\$10,000 or more
Diamond	\$5,000-\$9,999
Platinum	\$2,000-\$4,999
Gold	\$1,500-\$1,999
Silver	\$1,000-\$1,499
Titanium	\$750-\$999
Bronze	\$500-\$749



THANK AND INFORM

Prizes and incentives can provide a boost to the campaign while showing employees that they are appreciated

After a successful campaign, it's *critical* to thank all the employees who made your campaign a success. People need to feel appreciated.

Just as the best way to ask is the personal ask, the best way to thank your colleagues is a personal thank you. United Way provides templates for thank you letters and cards that can be customized for your campaign.

A Thank You event publicly acknowledges your colleagues' generosity.

There are memorable ways of recognizing United Way contributions. Many companies offer casual Fridays or paid personal leave. Other companies create packages of gifts and incentives. The list on this page is just an example of gifts provided by companies.

INFORM

Research clearly shows that people who understand how United Way improves lives in their community are far more likely to support their local United Way campaign. United Way of Mower County provides information - for your campaign and year-round - to show how contributors LIVE UNITED and build a stronger community through United Way. Here are some examples of news you can use:

- United Way Campaign Brochure and Video
- United Way of Mower County website www.uwmower.org
- United Way of Mower County Results Sheet
- United Way of Mower County's Annual Report

INCENTIVES AND THANK YOU'S

Ideas that have been well received:

- Free oil changes
- Gift certificates to local stores
- Gift certificates to local restaurants
- Movie or video rental passes
- Open soda/beverage machine at work
- Plants
- 'Sleep in Late' awards
- Paid time off
- Vacation or long weekend getaways
- Pizza party
- Day of golf
- Company grill out
- VIP Parking
- Gift certificate for massage
- Gift certificate for manicure/pedicure
- Extended lunch hour
- Casual Day
- Athletic or sport event tickets

Contact United Way of Mower County. We welcome the opportunity to help you with your campaign and talk with your employees about the work we do.