

# Employee Campaign Manager's Handbook



**West Central Connecticut**

*Serving the communities of Bristol, Burlington,  
Plainville, and Plymouth*

200 Main Street, Bristol, CT 06010 (P) 860-582-9559 (F) 860-582-6561  
[www.uwestcentralct.org](http://www.uwestcentralct.org)

**what matters.™**

# Campaign 2007

WELCOME!  
CONGRATULATIONS!  
THANK YOU!

Thank you for agreeing to be an Employee Campaign Manager. Your role is most important to the success of this year's United Way Campaign as the link between the community and your co-workers. Your voice delivers the United Way message throughout your company or organization; your enthusiasm, talents and skills help make this message meaningful.

This guide is designed to give you information, suggestions, and ideas. It includes sample materials, creative ideas, insightful tips and much more. We encourage you to use it, write in the margins, fill out the worksheets and keep it as a record for your future campaigns.

Our success as a community will ultimately depend on our ability to work together in support of the issues that matter most. United Way is, unquestionably, the best way to achieve that success.

We want you to succeed, and we want to ensure that you enjoy your role as campaign coordinator. Your input is valuable and welcome.

The United Way staff is available to help. You may contact the United Way at 860.582.9559 or [unitedwaywc@ctunitedway.org](mailto:unitedwaywc@ctunitedway.org).

Thank you, again, for your commitment and leadership.

*Jack Hines*  
First Bristol Federal Credit Union  
2007 Bristol Community Chair

*Joann McBrien*  
Burlington Parks & Recreation  
2007 Burlington Community Chair

*Chris Wazorko*  
Town of Plainville  
2007 Plainville Community Chair

*Peter Huizenga*  
Owner, Not Just Blinds  
2007 Plymouth Community Chair

# Campaign 2007

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# Campaign 2007

## How To Use This Guide

This campaign handbook was designed to assist you in planning, implementing and evaluating your campaign from beginning to end—providing you with a single reference source for running a successful campaign. Inside, you will find a wealth of knowledge to support your efforts, including:

- An overview of the United Way of West Central Connecticut
- The elements of an effective employee campaign
- A campaign timeline
- Strategies to boost your campaign
- Detailed appendices including campaign forms, sample letters, answers to frequently asked questions, and much more!

In addition to the comprehensive information in this guide, the United Way of West Central Connecticut staff and campaign volunteers are also here to support your efforts toward making your campaign a huge success!

Look for our “**Bright Ideas**” boxes throughout this guide for helpful hints and practical advice for your campaign.



# Campaign 2007

## WHO

- The United Way of West Central Connecticut originated as the Community Chest of Bristol, Connecticut in 1922 and later expanded into the towns of Burlington and Plymouth.
- The United Way of Bristol, Burlington and Plymouth merged with the United Way of Plainville in 1996 to form the United Way of West Central Connecticut, which is one of 23 independent United Ways in Connecticut and one of 1,350 national and worldwide agencies.
- The United Way of West Central Connecticut has been in partnership with individuals, business and organizations working to improve community lives for over 80 years.

## WHAT

- Your United Way is focusing on what matters most—the lives we change, the communities we shape.
- We can improve lives by mobilizing together as a community and create change through a new way of thinking:

### **FROM**

*A fundraising organization*



### **TO**

*A community impact organization*

*Only funding the needs of agencies and programs*



*Investing in strategies for community change*

*Focus on program outcomes*



*Focus on community outcome*

*Donor or giver*



*Community investor*

*United Way is about improving lives by mobilizing the caring power of communities.*

# Campaign 2007

## WHY UNITED WAY

**United Way is still the most effective way for you to make a difference in your community.**

### 4 Great Reasons to Give

#### We Make an Impact

Not **one** program or **one** agency has all the answers. That's why we support a diverse network of programs and initiatives, each meeting critical needs in several target areas. United Way supports the best health and human service programs that are achieving measurable results. It's not just about the number of people served, but about the difference made in community life.

#### We're Local

Dollars raised stay here in Bristol, Burlington, Plainville and Plymouth to support a wide range of programs and initiatives that strengthen families and individuals, help children and youth, support individuals, victims of abuse, meet basic needs for food, shelter and clothing, and offer education and training services.

#### We're Efficient

United Way is volunteer-driven and relies heavily upon our volunteers in keeping our administrative and overhead costs to a minimum. Approximately eighty-five cents of every dollar raised goes directly to support valuable health and human services and programs or to implement community initiatives to improve lives in our four communities.

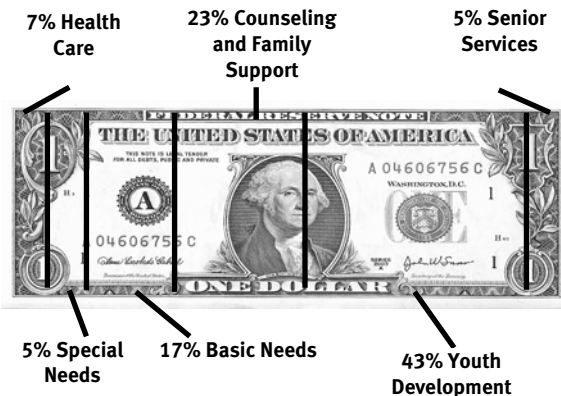
#### We're Accountable

Each year, community volunteers assess community needs and the outcome measurements of programs and initiatives to direct donations where they are needed most. Volunteers spend hundreds of hours reviewing budgets and determining how United Way contributions are best invested in agency programs and community initiatives.

# Campaign 2007

## A LOOK AT YOUR INVESTMENT

### Agency Programs



### 2007 Agency Program Allocations with Donor Designations

Agency Name	Program Name(s)	Program Amount	Donor Designations	Total Allocations
<b>American Red Cross, Charter Oak Chapter</b>	Armed Forces Emergency Services	2,254		
	Disaster Services	7,938		
	Health and Safety Services	4,410		
	Community Services	2,646		
			1,106	<b>18,354</b>
<b>American Red Cross, Middlesex Chapter</b>	Elderly & Disabled			
	Transportation Program	4,018		
			568	<b>4,586</b>
<b>Boy Scouts of America CT Rivers Council</b>	Comprehensive Youth Development	7,938		
			4,335	<b>12,273</b>
<b>Bristol Adult Resource Center</b>	Citizen Advocacy/			
	Volunteer/ Respite Recreation	27,444		
			1,474	<b>28,918</b>
<b>Bristol Boys &amp; Girls Club</b>	Child Care Initiative	17,640		
	Club Program	22,540		
	Outreach Initiative	45,000		
			4,799	<b>89,979</b>

ABOUT US

# Campaign 2007

ABOUT US

Agency Name	Program Name(s)	Program Amount	Donor Designations	Total Allocations
<b>Bristol Community Organization</b>	RSVP Program	6,664		
			1,176	<b>7,840</b>
<b>Bristol Hospital – Counseling Center</b>	Monday Night Social Club	8,820		
			545	<b>9,365</b>
<b>Bristol Preschool Child Care Center</b>	Early Childhood Education	17,640		
			5,949	<b>23,589</b>
<b>Catholic Charities</b>	Mental Health Counseling	21,168		
			486	<b>21,654</b>
<b>Connecticut Legal Services</b>	Legal Aid - Civil	1,764		
			182	<b>1,946</b>
<b>Family Center</b>	Child Care/ Summer Camp	17,640		
	Imagine Nation Museum			
	Education Program	30,380		
	Upton Street: Young Parents Program/ Positive Youth Development/ Discovery Program for Special Needs	40,180		
			997	<b>89,197</b>
<b>Family Services of Central CT/CMHA</b>	Counseling Program	39,690		
			122	<b>39,812</b>
<b>Girl Scouts, Connecticut Trails Council</b>	Youth Development	4,900		
			1,669	<b>6,569</b>
<b>Greater Bristol Visiting Nurse Association</b>	Home Health Care	8,820		
	Mental Health	5,390		
			1,815	<b>16,025</b>
<b>Literacy Volunteers of Central CT</b>	Bristol Community Tutoring	3,626		
			1,374	<b>5,000</b>
<b>Nutmeg Big Brothers Big Sisters</b>	Mentoring Program	8,820		
			2,079	<b>10,899</b>
<b>Plainville Association for Retarded Citizens</b>	Camp Trumbull	1,764		
	Creative Cooking	1,372		
	Recreation Program	3,136		
	Social Club	1,372		
			13	<b>7,657</b>
<b>Plainville Community Food Pantry</b>	Intervention & Referral Program	18,620		
			5,174	<b>23,794</b>

# Campaign 2007

ABOUT US

Agency Name	Program Name(s)	Program Amount	Donor Designations	Total Allocations
<b>Plainville Day Care Center</b>	Preschool/School Age Program	4,116	170	<b>4,286</b>
<b>Prudence Crandall Center</b>	Bristol Outreach Program	18,620	2,812	<b>21,432</b>
<b>St. Philip House</b>	Biopsychosocial Enhancements for Individuals Living with HIV/AIDS and their Families	5,390	866	<b>6,256</b>
<b>St. Vincent DePaul Mission of Bristol</b>	Bristol Homeless Shelter	15,680	5,306	<b>20,986</b>
<b>Salvation Army</b>	Comprehensive Emergency Assistance Donor Designation	17,640	1,672	<b>19,312</b>
<b>VNA of Central Connecticut</b>	Care of the Sick, Including Hospice	5,390	2,090	<b>7,480</b>
<b>Wheeler Clinic</b>	Sexual Abuse Treatment Plan HelpLine	22,540 3,528	2,010	<b>28,078</b>
<b>Wheeler Regional YMCA</b>	Youth and Government Infant Toddler Program Night Care Child Care Program	2,254 8,820 0	520	<b>11,594</b>
<b>YWCA of New Britain</b>	Sexual Assault Crisis Service	10,290	286	<b>10,576</b>
<b>United Way Infoline</b>	Infoline	13,250	0	<b>13,250</b>
<b>TOTAL PARTNER AGENCY PROGRAM ALLOCATIONS</b>				<b>\$560,707</b>

# Campaign 2007

## 2007 Community Initiative Allocations

Nurturing Our Children and Youth	53,571.00
Supporting Seniors	33,338.00
Providing Basic Human Needs	<u>27,391.00</u>
<b>TOTAL COMMUNITY INITIATIVES</b>	<b>\$114,300.00</b>

## 2007 Donor Designations

<b>Total donor designations to other United Ways and non-profit organizations</b>	<b>\$127,500.00</b>
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ABOUT US

## A LOOK AT YOUR INVESTMENT

### Community Initiatives

The United Way of West Central Connecticut identified three areas in which to focus its community impact work: youth, seniors, and basic needs.

#### 1) Nurturing Our Children and Youth

##### A. Discovery

The Discovery Initiative addresses issues concerning children from birth to eight years old. It has three main objectives which include improving students' performances socially, emotionally and academically; increasing the quality and quantity of early childhood education; and building bridges between early childhood programs and kindergarten. By focusing on issues early in a child's life, he or she will be better prepared for the future.

The United Way matches grant funds from the William Caspar Graustein Memorial Fund in Bristol and Plymouth to support Discovery. The goal for Discovery is to make sure that our communities make a positive impact for our youngest children and their families.

##### B. Kids in the Middle (KIM)

Kids in the Middle (KIM) focuses on middle school age children and their transition from childhood to young adulthood. The main goal of this initiative is to connect youth to their community, especially kids who are not normally involved in after school or community activities.

United Way volunteers developed Kids in the Middle, and now there is a KIM coordinator in each of our communities. In three of our towns, the boards of education are partnering with United Way to create expanded possibilities for middle school youth.

##### C. United Way Youth Board

The United Way Youth Board is comprised of students and faculty advisors from the six high schools in our towns – Bristol Central, Bristol Eastern, Lewis Mills, Plainville, St. Paul, and Terryville High Schools – who work together to make a difference in their communities. Since 1998, the mission of the Youth Board is: A collaboration of high school students, dedicated to motivate, mobilize and serve the community to make dreams reality. The students have developed and hosted annual forums for their peers on such issues as youth leadership, substance abuse, peer pressure, youth violence and cruelty, responsible decision-making, teenage ethics, and the transition from middle school to high school. In addition, in 2007 the Youth Board also organized their peers to participate in United Way Day of Caring.

**Community Impact funds are meant to be a leveraged pool of money that make a measurable impact in the community.**

## A LOOK AT YOUR INVESTMENT

### Community Initiatives (cont.)

#### 2) Senior Initiative

The United Way of West Central Connecticut's (UWWCC) second major initiative focuses on adults 55 years and older in Bristol, Burlington, Plainville and Plymouth.

UWWCC is focusing its efforts on accessing resources and outreach to homebound seniors - *"The United Way of West Central Connecticut is working with community partners to extend the time older adults can live safely in their homes by reducing isolation and increasing supportive services."*

#### We are Ensuring Success:

\* In response to the need for providers of senior services to better communicate, the UWWCC has launched the Senior Provider Network. The Network convenes quarterly to talk and discuss issues of concern. After just two meetings, the Network agreed to work together to create a transportation resource guide for providers to help seniors.

\* The UWWCC is convening a Senior Community Solutions Council that will identify and implement targeted local strategies to reduce isolation and increase services. Council representatives include Bristol Community Organization - Retired & Senior Volunteer Program \* Bristol Hospital \* Bristol Senior Center \* City of Bristol - Bristol Community Services \* Greater Bristol Visiting Nurse Association \* Plainville Housing Authority \* Plainville Senior Center \* Town of Burlington \* Town of Plymouth \* United Way of Connecticut - 2-1-1 Infoline \* Wheeler Clinic

#### 3) Providing Basic Human Needs

The United Way of West Central Connecticut supports many programs that help individuals and families access basic needs such as food, shelter and emergency services. The United Way is also supporting energy assistance programs with community impact funds. Since 2005 United Way has provided matching dollars to community agencies that provide heating and energy assistance, especially to support families who might otherwise not qualify under existing program guidelines.

**Community Impact funds are meant to be a leveraged pool of money that make a measurable impact in the community.**

# Campaign 2007

## UNITED WAY VOLUNTEER PROGRAMS

### Volunteer Solutions

Many companies today use community projects as a team building opportunity for their employees. A community service project has a way of building morale and a sense of accomplishment. Conversely, many company employees sit on boards of civic and health and human service organizations and have a regular need for volunteers. The difficulty is that these opportunities are not always easy to find. Another situation which families often face is finding community service opportunities for their children who need to fulfill a certain amount of hours for school or church requirements.

The United Way of West Central Connecticut has implemented a new resource on their website called Volunteer Solutions. This online service provides volunteer opportunities within the four communities (Bristol, Burlington, Plainville and Plymouth) that United Way of West Central Connecticut serves. This initiative has become a statewide resource which increases opportunities for volunteerism significantly.

Non-profit agencies can post their volunteer opportunities on this website absolutely free. Prospective volunteers can search for volunteer opportunities based on their unique skills, interests and time constraints.

It's simple to use. Log on to the United Way of West Central Connecticut website ([www.uwwestcentralct.org](http://www.uwwestcentralct.org)). Click on the Volunteer Solutions button from the menu on the left side. If you are looking for a volunteer opportunity, fill in the appropriate criteria for the type of opportunity you are interested in and hit Search - it's that easy!

Research shows that more and more potential volunteers are using the Internet to find an opportunity that meets their needs.



# Campaign 2007

## UNITED WAY ANNUAL VOLUNTEER PROGRAMS

### Adopt-A-Child Program



The first day of school can be a tough time for needy children whose parents cannot afford a nice outfit and/or appropriate school supplies. A child's self-image has a dramatic effect on performance in the classroom, and the lack of a positive self-image can create lasting consequences. The future of many of these children depends on their performance in school and we want to ensure that all children are on a level playing field.

United Way believes that the first day of school is an important event in a child's life that is often overlooked. Thus, we started the Adopt-A-Child program in 1999, where we served 30 children. We have continued this program each year and it has grown dramatically, with 500 children served this year alone.

Names of needy children in our four communities, who will be entering Pre-K through eighth grade in the Fall, are submitted to United Way in the beginning of the summer. Donors are then recruited by United Way throughout the month of July. Donors are asked to provide a first day of school outfit for a child, along with a backpack filled with school supplies. We provide the donor with a child's first name, sex, clothing sizes, and favorite colors to help in purchasing the gift. Donations are then given back to the children before their first day of school in August.



ABOUT US

# Campaign 2007

## UNITED WAY ANNUAL VOLUNTEER PROGRAMS

### Day of Caring



Day of Caring is a United Way event which brings volunteers from our four communities together for a day of community service projects. As part of National Civic Participation Week, United Way of West Central Connecticut invites community groups, service clubs business, schools and individuals to participate in community projects for non-profit organizations. Time commitments range from 1-2 hours to all day, depending on a company's schedule. If desired, evening or weekend projects are available. Volunteer projects are diverse. They range in scope from reading to a child for an hour, planting bushes and flowers at an agency location, delivering meals to the elderly, building a playscape to sewing curtains for a homeless shelter.

When a time commitment is not possible, companies often hold a food drive, book drive or an "Adopt-A-Child" clothing drive on this day, or donate blood at the Red Cross Blood Drive sponsored every year by Webster Bank.



# Campaign 2007

## UNITED WAY ANNUAL VOLUNTEER PROGRAMS

### Joy of Sharing

- Holiday Toy and Gift Drive
- Holiday Food Drive
- Salvation Army Kettle Drive



The Joy of Sharing program kicks off on November 1<sup>st</sup> and runs through mid-December. Last year over 1800 gifts and toys were distributed to needy children, teens and the elderly in Bristol, Burlington, Plainville and Plymouth.

The Joy of Sharing Toy and Gift Drive makes the holiday season a little brighter for some of the children, teens, and elderly in our area by holding a toy and gift drive at your location.

Toys and gifts can be collected at your location from November 1 – through mid December. Toys and gifts for all age groups are needed. The collected items are to be delivered to the United Way of West Central Connecticut office at 200 Main Street, Bristol or the United Way can arrange to have the items picked up, if that is needed. The items are distributed throughout the month of December through our agencies and other non-profit groups.

In addition, another United Way program involves donating items for Thanksgiving and Christmas dinner baskets for local families. This kind gesture truly helps brighten a family's holiday season. Items such as canned vegetables, pie fillings, stuffing mixes, soups, potatoes and rice are needed.

The timeless tradition of ringing the bell for the Salvation Army Kettle Drive is also a favorite of United Way volunteers. Two hour shifts at local retail stores are available during the weekends in December.

Call the United Way of West Central Connecticut for more information at 860-582-9559 or visit our website listed below for more volunteer opportunities.

ABOUT US

# Campaign 2007

## What is a Workplace Campaign?

Each year United Way of West Central Connecticut works with corporate and public partners to raise funds for program and collaborative initiatives that strengthen our community. Workplace campaigns are held at organizations ranging from small businesses to large corporations. Through a coordinated solicitation effort, employees are asked to make contributions to their community through United Way. United Way workplace campaigns have many benefits for employees and our community:

**They make it easy for employees to give** - through payroll deduction, a gift can be made over the course of a year.

**They maximize the impact of giving** - giving to United Way's Community Care Fund means that the most pressing needs of our four communities are addressed in the most effective ways possible.

**They educate employees about community** issues and giving opportunities, which allows them to make an informed decision.

**They ensure that vital services and initiatives** in our community get the support they need.

Workplace campaigns let organizations help others while also helping themselves. A workplace campaign combined with a generous corporate contribution not only makes your organization a good corporate citizen, but can build a greater sense of teamwork.

## Giving Through Workplace Campaigns

In addition to options like payroll deduction, one-time gifts by check or credit card, gifts of stock and direct billing, United Way offers an array of gift choices and recognition programs that help each donor realize his/her unique philanthropic vision.

### Community Care Fund

By choosing the Community Care Fund, you will be sure your gift is invested in a network of important local community services. Knowledgeable United Way volunteers will distribute your donation to effectively address our communities' most pressing health and human care needs.

(cont.)

Visit our website at: [www.uwwestcentralct.org](http://www.uwwestcentralct.org)

# Campaign 2007

## **Community Initiative (Strengthening and Supporting Families)**

The United Way of West Central Connecticut believes families are the foundation of our Communities. By choosing the Community Initiative, your gift will support collaborative initiatives focused on changing identified community conditions. These initiatives include Nurturing Our Children & Youth, Supporting Seniors, and Providing Basic Human Needs.

## **Designated Giving (optional)**

Donors can also choose to designate their contribution to another United Way or non-profit agency. **A minimal cost-recovery fee, at a rate set annually, will be charged to process each designated gift.** A minimum gift of \$50 dollars for each agency is necessary for this option.

## **New Cambridge Society**

The New Cambridge Society offers individuals a leadership opportunity to demonstrate their concerns for the quality of life in their community. Those who sign on at this level demonstrate their commitment and compassion with a personal or household gift of \$1,000 or more.

## **Alexis de Tocqueville Society**

One of the fastest growing areas of giving, the Alexis de Tocqueville Society is a national philanthropic program for those who give \$10,000 or more through United Way. In addition to the highest level of recognition, Alexis de Tocqueville Society members also receive enhanced benefits on a national recognition level.

# Campaign 2007

## **YOUR ROLE AS EMPLOYEE CAMPAIGN MANAGER (ECM)**

- Involve CEO in campaign organization
- Provide leadership, enthusiasm and strategies to enhance company campaign
- Evaluate past campaign performance and set higher goals
- Recruit energized campaign committee and provide guidance
- Set campaign dates, goals and effective solicitation methods
- Conduct educational campaign through group meetings, payroll stuffers, emails, voice mails, etc.
- Develop a “Leadership” solicitation plan
- Promptly report results to United Way
- Say “Thanks You’ to participants
- MAKE IT FUN!

# Campaign 2007

## STEPS TO SUCCESS

### INVOLVE CEO

**Your CEO's visible leadership is important. Ask your CEO to:**

- Provide enough people and time to do the job
- Offer payroll deduction
- Send an endorsement letter to all employees
- Authorize and speak at employee rallies and/or meetings

### CEO Endorsement and Support

- Meet with your Chief Executive Officer (CEO) to affirm your company's commitment to the campaign.
- Have your CEO write an endorsement letter to the entire organization.
- Keep your CEO visible and involved throughout the entire campaign.

### Set Goals and Track Results

- Review historical campaign data.
- Special events typically account for 2-3% of the dollars raised.
- Calculate what your campaign "can do".

### Setting Goals

Establishing a campaign goal is like establishing any other goal. First, determine where you are and then decide where you want to go. Set challenging yet achievable goals and communicate them to all employees during the campaign. You can set goals along many lines, including number of givers, percent participation, average gifts and, most importantly, overall employee giving.

### Get Help

Contact your United Way Community Campaign Chair and arrange a strategy meeting.  
Attend the ECM training breakfast  
Recruit an employee committee  
Develop a campaign timetable

#### Bright Idea

In addition to setting an overall campaign goal, set goals to - increase the number of Leadership donors, percent participation or average gift.



# Campaign 2007

## SETTING A CAMPAIGN TIMETABLE

### *Proposed Calendar:*

### *Who is Responsible:*

3 Weeks Prior	Review/analyze last year's campaign Recruit volunteers for specific roles Establish campaign timetable Request campaign supplies Determine & acquire incentive gifts	Coordinator & United Way Coordinator & United Way Coordinator & CEO Coordinator Coordinator & United Way
2 Weeks Prior	Announce Campaign Goal Hang Posters Schedule Town Meeting	CEO Coordinator Coordinator & United Way
1 Week Prior	Training of volunteers for specific roles Leadership Solicitation	Coordinator & United Way CEO and Coordinator
Kick-off Week	Campaign kick-off Events and Incentive drawings	Coordinator & United Way Coordinator
Mid—Campaign	Mid –Campaign review	Coordinator & United Way
2 Weeks After End of Campaign	Announcement of results and "thank you" Conduct a campaign evaluation	Coordinator & United Way Coordinator & United Way

# Campaign 2007

## RUNNING YOUR CAMPAIGN

### Securing A Corporate Gift

Securing your organization's corporate gift prior to the campaign will help you promote your organization's commitment to helping others. Some companies determine their corporate gift by matching the amount pledged by its employees, effectively doubling their generosity and impact.

Additionally, a generous corporate gift can help define your organization as a good corporate citizen to your employees, customers, government agencies, and the community as a whole.

- Enhanced reputation and positive name recognition in the community
- Opportunities for new and enhanced relationships with community leaders
- Improved customer loyalty
- Competitive advantage to attracting and retaining employees
- Create a sense of common purpose within your organization
- Build healthier, more vibrant communities for you to do business in

### Publicize Your Campaign

Promoting your campaign will build excitement and educate employees. Promotional ideas include:

- United Way posters on bulletin boards
- Your in-house newsletter
- Goal thermometers and interdepartmental competitions
- Updates on campaign progress
- Use incentive programs
- Educate employees on all United Way services (211)
- Emails and voice-mails to educate

#### Bright Idea

A corporate gift shows employees your organization's commitment to community.

87% of employees at companies with philanthropic programs feel a stronger sense of loyalty to their employer:



# Campaign 2007

## SOLICITATION FORMATS

It's important that every employee be given the opportunity to hear about United Way and be asked for a contribution. We know that the number one reason someone doesn't give is because they weren't asked. The most effective method of asking employees is through a Town Meeting, plus one-on-one follow-up. Other formats include one-on-one personal solicitation and mail-only approach. Your most effective method of solicitation will depend on your individual workplace.

### I. Town Meeting

Group presentations are the most effective way to reach all employees and make the most efficient use of time. The following is a sample agenda.

#### TOWN MEETING AGENDA

- |   |               |
|---|---------------|
| 1. Opening Remarks<br><i>ECM</i>  | 1 minute      |
| 2. CEO Endorsement  | 1 minute      |
| 3. United Way Overview<br><i>United Way Rep.</i>  | 3 -5 minutes  |
| 4. Campaign video   | 2 minutes     |
| 5. Facilitate a conversation<br>around community issues.<br>Listen to questions and concerns.<br><i>ECM and United Way Rep.</i> | 8 -10 minutes |
| 6. Ask for a Gift & Explain Pledge Card<br><i>ECM or United Way Rep.</i>  | 2 minutes     |
| 7. Closing comments & incentives<br><i>ECM</i>  | 2 minutes     |
| 8. Thank you & collect Pledge Cards   | 1 minute      |

#### Bright Idea



The Town Meeting doesn't require an extra meeting. You can easily build it into a regularly scheduled meeting by asking for 10-20 minutes on the agenda. Representatives from United Way are available to speak during your group meeting. Call your United Way campaign volunteer for more information.

# Campaign 2007

## **One-On-One Follow Up:**

THE TOWN MEETING is the most effective method of soliciting/canvassing as it allows a group of employees to hear the United Way message and make an informed decision. This method is both cost-effective and time-saving as it provides an opportunity for employees to turn their pledge cards in. One-on-one follow up is then required with those people who have not returned their card.

## **2. The One-On-One Approach:**

This approach is effective when employees are asked by a peer to contribute. A ratio of 10 employees per solicitor/donor rep/canvasser is recommended in order for soliciting/canvassing to be easily completed within your campaign timeline. Successful solicitation requires knowledgeable, respected individuals who are comfortable asking for a pledge.

## **The Perfect "One-an-One" Ask**

Following these simple suggestions will lead you to successful one-on-one solicitations:

### **Before One-On-One**

#### **Giving Discussions:**

- Schedule a convenient time to meet
- Think about the employee. What are his/her interests?

#### **During One-On-One Giving Discussions:**

- Ask for gifts in private, 10 minute conversations
- Explain why you give
- Share information about our community. Explain how United Way is meeting those needs and addressing those challenges.
- Explain giving forms and choices
- Ask for a generous gift and suggest: One hour's pay per month or 1% of their annual salary.
- Explain Payroll deduction
- Give everyone community information - a brochure and pledge form
- 

#### **After Personal Giving discussions:**

Thank everyone, even non-contributors, for taking the time to listen and discuss our community.

# Campaign 2007

### **3. The Mail-Only Approach:**

Making the ask by mail can be an effective way to inform employees/retirees who are hard to reach and can not attend group meetings. It is important that the materials and cover letter be personalized to make this approach as effective as possible. Use the letter to make a specific request for a donation. If time permits, send a follow up letter to those that have not responded. Additional follow up can be done by phone or e-mail. Don't forget to thank these donors and inform them of the overall campaign results.

### **OTHER SOLICITATION AREAS WITHIN YOUR COMPANY**

In addition to the general population of your company, there are other potential donors you may not have thought about approaching.

#### **Plan a Separate Management Campaign (Large Businesses)**

It is crucial to have management support before soliciting peers. When planning your campaign, the following steps should be taken:

- Plan a kick-off celebration
- Hold a management presentation which includes remarks by CEO, Campaign Coordinator and United Way representative
- Show campaign film
- Share success stories
- Educate on leadership giving through New Cambridge Society
- Obtain commitment from management and collect pledge

#### **Running Your Leadership Giving Campaign**

Leadership Campaigns follow best practices of your general United Way Campaign. You will have a Campaign Leadership Chair, kick-off, solicitation process, collection and thank you letter. The biggest distinction is that your Leadership Campaign specifically targets donors who have the potential to make a contribution of \$1,000 or more. Additionally, Leadership Campaigns should run in advance of your general solicitation.

The following are key steps to running a Leadership Campaign:

- Secure and communicate support from top management for a Leadership Campaign
- Recruit a Campaign Leadership Chair to lead the Leadership Campaign. Ideally, this person should give at the Leadership level
- Review current and potential Leadership giving statistics. This would include identifying Leadership renewals and appropriate prospects for all levels of Leadership giving

# Campaign 2007

- Develop a plan of action and set your goals
- Establish your timeline. As mentioned above, your Leadership Campaign should run in a advance of your general campaign. Announcing the results during your general campaign kick-off generates excitement, builds enthusiasm and inspires others to give. Invite current and potential Leadership donors to a special kick-off event, such as a breakfast, where the campaign Leadership Chair or top manager asks for support at the Leadership level. United Way also has Leadership Volunteers who are skilled at presenting both the personal and community benefits of giving at this level.
- Personalize Leadership materials Collect pledge forms during the Leadership presentation
- If a Leadership presentation is not feasible, coordinate a special solicitation letter from your Campaign Leadership Chair. Sample letters for Leadership prospects are at the back of this guide.
- Conduct one-on-one follow-ups with those who did not return their pledge form
- Inform everyone in your organization about Leadership giving as an option
- Hold a Leadership recognition event at the close of the campaign.

Talk to your United Way campaign volunteer to help you plan and implement your Leadership campaign.

## **Targeting New Hires**

At many companies, new employees are not asked for their United Way pledges until the next campaign year. Some ECMs, on the other hand, have successfully built United Way into their new hire's orientation program. A new hires program provides new employees with the opportunity to join their colleagues in support of United Way, and demonstrates your company's commitment to our community.

Ask your human resources department to include United Way information in the new hire orientation packets - even if you cannot solicit a gift from them immediately, it will show that support of United Way is a part of your organization's corporate culture.

## **Retirees Program**

There may be a latent donor base that you haven't yet explored! Results show that including retirees as part of a campaign can provide added revenue, volunteers and enthusiasm.

- Recruit your retirees' association or a well-respected retiree to help you plan a retiree campaign
- Determine your solicitation methods - send a packet by mail or invite retirees to participate in your campaign activities
- Thank retirees for their participation

# Campaign 2007

## **The Mid-Campaign Review**

The mid-campaign review is an important opportunity for your campaign team to stop and observe any strengths and/or weaknesses within the campaign.

At the mid-point of your campaign, ideally, dollars will have reached 60%+ of your campaign goal. Use this meeting as an opportunity for problem solving, motivating your team, and thanking them for their efforts to date. If you have already achieved your goal, or are very close, make plans to reach a stretch goal.

At your mid-campaign review, you should:

- Review goals and progress to date
- Ask each solicitor/canvasser and/or committee member to report on the following:
  - . Number of pledge cards distributed . Number of pledge cards returned
  - . Estimated level of awareness (on a scale of 1-5) within their division
  - . Their personal action plan: "My next steps are. . ." . Help/Support needed
- Discuss other contingency plans and strategies as needed
- Review key dates and deadlines
- Identify best methods of communication with others regarding mid-campaign results
- Generate excitement - Countdown to the last day
- Review next steps together

# Campaign 2007

## **Report Campaign Progress**

Your United Way campaign volunteer will contact you for campaign progress reports.

- Schedule a mid-campaign review with your United Way campaign volunteer
- Retain the company copy of all payroll deduction pledge cards
- Return all cash, checks and other methods of contributions to UW

### **STEP 1**

Make sure pledge cards are accounted for and properly completed. All direct bill and payroll cards must be signed. Don't forget to retain the company copy of all payroll deduction pledges.

### **STEP 2**

Summarize results of each report on the United Way Employee Campaign Envelope. Please take a moment to include updated information on the number of employees, etc.

### **STEP 3**

Return your United Way Employee Campaign Envelope and all appropriate forms to your United Way campaign volunteer. The employee workplace campaign is scheduled to end in November. Please be timely. If you have any questions concerning the proper completion of any form contact your United Way campaign volunteer or the United Way office at 860.582.9559.

## **Say Thanks**

- Hold a thank-you event for team members
- Ask your CEO to send a thank you letter to all employees (Sample in back of guide)
- Include a "thank you" article in your Newsletter
- Post thank you messages and posters on bulletin boards

## **EVALUATE YOUR CAMPAIGN**

- Collect and tally pledge forms
- Transmit all pledge forms and campaign reports to your United Way campaign volunteer
- Report final results to your employees
- Evaluate your campaign for strengths and weaknesses
- Fill out the Campaign Evaluation form
- Congratulate yourself and the committee for doing a great job!

# Campaign 2007

## HANDLING OBJECTIONS

Objections are not personal.

Give the person credit for raising the objection.

Objections indicate a need for more information.

Use active listening—empathize with your prospect and provide information needed.

When dealing with a valid objection, offer several benefits of supporting United Way. Those benefits should outweigh the objection.

If you encounter questions that you don't feel comfortable answering, simply tell the person that you will have someone from the United Way follow up with them.

Remember to get the individual's name and phone number and give it to the United Way office, or your United Way campaign volunteer.

### Bright Idea

Remember: Objections are a natural part of the campaign.



Objections should be regarded as an opportunity to better inform and cultivate a potential donor.

## UNITED WAY POLICY AGAINST COERCION

The use of undue pressure in fundraising has been a major concern of United Way for many years. We are totally opposed to any type of coercion.

Experience clearly shows that fundraising success is dependent on how much people know and understand about the organization seeking support and the cause for which funds are needed. Fundraising should always be conducted in a voluntary manner. Coercion only creates animosity, hinders communication and understanding, and eventually leads to less support.

## FREQUENTLY ASKED QUESTIONS

*You have just delivered the most flawless United Way presentation in the history of philanthropy. Your case and promotion of United Way's community building initiatives was convincing. You've made the Ask.*

*And then, in the back of the room, a hand goes up and somebody says...*

# Campaign 2007

*Isn't it cheaper for me to just give directly to the charity of my choice? That way I avoid your overhead.*

United Way supports your desire for charitable giving no matter how you choose to make it. But we truly believe that the Community Care Fund is the best way to help the most people and your gift through United Way will bring real, meaningful change in your community. Your gift to the United Way is an investment in your community.

*Who runs my local United Way?*

Volunteers do! Your local United Way Board of Directors represents a cross-section of your community. Hundreds of other volunteers serve on United Way committees and spend thousands of hours reviewing the operations of United Way and its supported programs. In addition, United Way of West Central Connecticut is staffed by five part-time and full-time professionals.

*How does United Way develop its resources?*

Volunteers are vital to United Way's fundraising process, which asks employees, businesses and individuals to contribute to meet our community's needs. Our fund distribution volunteers review the agency programs and community initiatives funded to ensure they are effective and the dollars contributed are well spent.

*How does United Way keep costs so low?*

Fundraising and administration costs are kept to a minimum thanks to the efforts of volunteers. Local volunteers lend a hand by helping with a wide variety of tasks from serving on the Board of Directors, actively participating on Community Solutions Councils, managing a campaign, to distributing funds.

*Why should I give through United Way when I never use any of the agency services ?*

You may have already used services of a United Way program and not realized it. Funded programs serve a diverse and large population from just looking for advice on child-care to those who need home services for their elderly parents. However, United Way is not just about agency services. It's about addressing the critical issues in our community. The United Way of West Central Connecticut is for everyone.

# Campaign 2007

*What is the United Way of America?*

It is a training and service center that helps the 1,350 local, independently governed United Ways across the country. United Way of America is not a corporate headquarters and while it doesn't set policies, it establishes guidelines for the local United Ways.

*What has happened to former U. W. of America President, William Aramony?*

On June 22, 1995, Aramony was sentenced to seven years in prison and substantial monetary fines as a result of his April 3, 1995 conviction. The United Way of West Central Connecticut, like all United Ways, is governed by a local Board of Directors comprised of volunteers from our communities. United Way of West Central Connecticut maintains its own strict financial controls.

*Is the United Way subject to an outside audit?*

Yes, by an independent C.P.A. firm. The United Way of West Central Connecticut is audited annually. Our current auditor is Kircaldie, Randall, & McNab, LLC.

*How much should I give?*

Giving is a personal matter. No one should be pressured to give. People usually give because they understand the critical needs of the community and because they feel United Way is the best way to build a healthier, more caring and compassionate community. It is suggested donating 1 % of your annual salary or 1 hours pay monthly.

#### BRIGHT IDEA

Please Note: Each of these answers is short, sweet and to the point. Always begin your answer with a direct answer ("yes," "no" or "I don't know") when possible. Remember: Always THANK the donor for being concerned enough about their community to ask their question.



*What is the position of United Way of West Central Connecticut with the Boy Scouts?*

Based upon board policy, adopted March, 2001, the United Way of West Central Connecticut continues to fund the Boy Scouts for the valuable programs they provide for the youth in our communities.

*Are volunteer campaigners and leaders paid for their work for the United Way?*

No.

# Campaign 2007

*How much money is actually allocated to agencies and community partners?*

Approximately 88 cents of every dollar raised goes directly to support valuable health and human services or to implement community initiatives to improve lives in our four communities.

*Who decides how much is allocated to agencies and community partners?*

Dedicated volunteers, representing a wide cross-section of the community, review agency programs and budgets, and make decisions based on the needs in the community, the effectiveness of the agency or program, and amounts available to allocate from the annual fundraising effort.

*How can I be assured that my contribution is used to address a local need?*

United Way of West Central Connecticut conducts periodic needs assessments to determine which services and community initiatives are thought to be the most important and how donations to United Way should best be used to address critical issues. Our last Community Impact Assessment was completed in 2002. A copy of that report is available.

*Are the agencies run by the United Way?*

No. Every agency is a separate organization with its own Board of Directors.

*Why are some campaigns conducted outside the United Way?*

Some agencies do not qualify for membership in the United Way. Others may wish to raise as much money as possible without the program evaluation and financial scrutiny of United Way. A primary purpose of United Way is to reduce the number of drives by having a single fundraising campaign to support a wide range of agency programs and community initiatives.

*I know someone who called United Way and didn't get help when they needed it.*

United Way does not generally provide direct **client** services. We do, however, work in partnership with traditional and non-traditional agencies. One such arrangement includes the partnership between Connecticut United Ways and the State of Connecticut in forming Infoline. Anyone who needs help should call Infoline by simply dialing 2-1-1.

Infoline is a 24-hour, telephone-based information and referral service. Phones are answered by trained, knowledgeable volunteers who will assess what service(s) the caller needs and then provide referrals to the most appropriate organizations in the community.

# Campaign 2007

## CEO/PRESIDENT ENDORSEMENT LETTER

SAMPLE LETTERS

[Date]



West Central Connecticut

Dear [Employee],

Our United Way campaign will take place over the next few weeks. During this time, you will learn more about “what matters™” in our community . . . **the lives we change, the communities we shape** and how we can all create real, meaningful results in your community. These results are the reason I annually renew my personal commitment to our community through United Way.

With the support of individuals like you, United Way of West Central Connecticut raised about \$1 million dollars last year. The amount donated by our company was \$ \_\_\_\_\_. With your continued support this year, United Way will continue to do “what matters™” for those that live or work in Bristol, Burlington, Plainville and Plymouth . . . investing in building a stronger, more caring community.

- Help young children be ready for school
- Help middle school students transition successfully to high school
- Ensure that adults can read, write and have job skills for new technologies
- Give working families the opportunities they need to build a quality life for themselves.
- Support our elderly community members

I hope that you will join me in making a commitment to building a stronger community for ourselves and our children through United Way. Though we ask you to consider a gift of at least one hour's pay per month - a gift that can be pledged through payroll deduction - I want to underscore the fact that no gift is too small to make a difference.

I am pleased to announce that this year's Employee Campaign Manager will be [insert name]. Please give him/her your full support during this year's campaign.

Please join me in investing in our community. Thank you.

(President/CEO)

# Campaign 2007

## LETTER FROM CAMPAIGN COORDINATOR

[Date]



SAMPLE LETTERS

To our fellow employees:

I invite you to join me in making an investment in the present and future well being of our community through the United Way. Our community has many critical challenges facing it; United Way has the ability to address multiple issues and to convert charitable giving into meaningful results.

The challenges faced by our community's are complex. For many hardworking families struggling to pay for heat, childcare, transportation and rent, an unexpected medical bill might render them homeless. There is a pressing need for both immediate relief and long-term solutions that help build self-sufficiency.

No single agency is doing more to build a better community than United Way. United Way focuses resources in the critical areas of strengthening and supporting families in order to provide comprehensive services to those in need. Our active support means a better life for thousands in the four communities we serve, Bristol, Burlington, Plainville and Plymouth.

Please join me in “what matters™” . . . investing in our community through United Way. If you already give, please renew your commitment today and consider increasing your support. If you are not currently giving, please consider doing so now, recognizing that your gift is the best way to help. Contributing is easy through payroll deduction or a one-time gift.

Thank you for caring.

Sincerely,

Campaign Coordinator

# Campaign 2007

## PROSPECT FOR LEADERSHIP DONOR

[Date]



SAMPLE LETTERS

Dear [Name of Prospective Donor]

The Leadership Giving Program

I am writing to you, a leader of our organization, to thank you for your generosity and to invite you to join United Way of West Central Connecticut's New Cambridge Society with an annual contribution of \$1,000 or more.

A gift to United Way represents an investment in strengthening and supporting families in our communities. Many hard-working families are faced with having to choose between paying for heat and child care or transportation and rent if an unexpected medical bill or job loss upsets their income. Our nation's current economic uncertainties and the ongoing turmoil overseas, make these very difficult times for all of us. Now more than ever, your investment as a leader will yield positive and meaningful impact in our community. United Way is meeting these challenges head-on by conducting research, targeting specific needs, building strategies, mobilizing resources, and measuring impact to effect positive and significant change.

No single agency can do it alone. That is why giving to United Way is still the best way to contribute. United Way can bring together the resources within our communities to effectively change lives and shape communities. And no one is doing more to advance the mission of United Way than the distinguished members of the New Cambridge Society. Once again, I ask that you join this distinguished group, by pledging \$1,000 or more and becoming a Leadership donor.

With this level of support, United Way will acknowledge your outstanding generosity and invite you to Leadership events throughout the year, including the Community Builder's Reception in May of 2007.

Through your support of United Way, you will support "what matters™" . . . making a measurable difference in your community.

Sincerely,

[Corp. Leadership Chair (CLC), or CEO]

# Campaign 2007

**SAMPLE LETTERS**

THANK YOU (from CEO or Campaign Coordinator)

[Date]



Dear [Employee's name],

I am pleased to tell you the [COMPANY NAME] raised [DOLLAR AMOUNT] for our local United Way this year. Because you care, people in our community will be able to experience a better quality of life.

Thank you for your generosity. As you travel around our community and see the real results of United Way's community building programs, I hope you'll feel proud knowing you are helping to make those services available for thousands of people. I know that I am proud of your capacity for caring and sharing.

Thank you for helping to make our community a better place for all of us.

Sincerely,

[CEO/ President]

# Campaign 2007

*You can post these statistics on your company intranet or you can use e-mail or voice mail to convey messages about the United Way during your campaign and throughout the year.*

*Here are some sample messages .*

1: Did you know that United Way of West Central Connecticut funds **44** different human services programs with **28** partner agencies in our community?

2: Did you know that United Way of West Central Connecticut keeps administrative and overhead costs so low that **88** cents of your charitable dollar goes directly to services that help people? Volunteer involvement in all of United Way's activities ensures that contributions are distributed effectively and efficiently.

3: Did you know that United Way of West Central Connecticut invests in programs that provide child care, emergency shelter, educational workshops and tutoring, youth development programs, and mental health support for families and individuals.

4: Did you know that in 2006, our United Way provided over **9000** youths under the age of 18 with after-school activities, supervised homework, athletic and recreational programs.

6: Did you know that in 2006, the United Way of West Central Connecticut provided **1100** seniors with nursing, social services and home health aide services.

7: Did you know that in 2007, our United Way provided **500** underprivileged children from the ages of four to fourteen with new school clothing and a backpack with school supplies for the first day of school.

8: Did you know that in 2006, **3400** individuals completed CPR, first-aid, water safety and babysitting training because of dollars raised from the United Way of West Central Connecticut .

9: Did you know that in 2006, the United Way of West Central Connecticut provided **1600** individuals with domestic violence outreach programs and counseling and information services.

# Campaign 2007

WHAT YOUR GIFT WILL BUY

## How your gift will affect lives in our community . . .

### Just \$1 per week-

- provides two underprivileged children with a yearly membership to the Bristol Boys and Girls Club
- provides emergency housing from the Red Cross for a family for one night
- helps a girl to become a girl scout (Badge book, sash, pins)
- will provide assistance in writing a Living Will from Legal Aid Services

### Just \$2 per week-

- provides groceries for three people for one week
- will pay for a one year membership to the YMCA for a high school student.
- will help underwrite the cost of the Holiday party for "Little" Big Brothers/Big Sisters
- will pay for workbooks needed by a student for one year who has learning disabilities

### Just \$3 per week-

- will pay for one year of clothing for the resident's children at an AIDS shelter
- provides one week of infant child care at the YMCA

### Just \$5 per week-

- provides two weeks of Day Camp for a Girl Scout who can't afford it
- provides blankets, sheets and pillows from the Red Cross for 5 beds
- provides the cost of everything needed to support a group of 4 students receiving tutoring by Literacy volunteers for 6 months

### Just \$6 per week-

- provides winter coats for four children
- provides a team-building experience for 20 United Way Youth Board members

### Just \$8 per week-

- provides training for a volunteer to teach others how to lead, teach and mentor girls in the scouting program

### Just \$10 per week-

- provides screening, training and accepting 2 volunteers into the Big Brothers/Big Sisters program
- provides training and certification for a nurse to become designated as a domestic violence nurse for our community

# Campaign 2007

MAKE IT ... FUN!

Different ideas work for different companies and campaigns. These are just suggestions. You can try one or a few of them. If you are looking for help with any of the events, call your United Way campaign volunteer or contact the United Way office at 860-582-9559.

## Use Incentives

Remember that incentives are a great way to encourage employee participation and boost charitable giving. Here are just a few examples:

- Entertainment passes to sports, music or dance events, movies, theater, restaurants
- Extra vacation days with pay
- Breakfast or lunch with CEO
- Special prizes for early bird pledges and/or for employees increasing their previous year's gift by five, ten, or fifteen percent .
- T-shirts, flowers/plants, mugs, key chains, balloons, buttons/pins, bumper stickers, note pads, ribbons/certificates, candy, pens and pencils, baseball caps, mouse pads, etc.

## CONTESTS

Bake-offs  
Baby Photo  
Hula Hoop  
Lip Sync  
Limbo  
Dessert or Chili Cook-Off

## OTHER

Carnival  
Office shoe shines  
Pizza Party  
Tag sale  
Crazy tie day  
Company Picnic or Barbecue  
Ice Cream Social

## MERCHANDISE SALES

Balloon-A -Gram  
Soft Ice Cream/Frozen Yogurt  
Flower/Plant Sale

## MERCHANDISE SALES (cont'd)

Vintage Records /Used Books  
Employee Craft Sale  
Silent Auction (items donated by employees)  
Pumpkin Sale and Pumpkin carving contest

## NOVELTY

Putting Contest  
Senior Management Car Wash  
Magazine Subscription Sales  
Entertainment Book Sales  
Volleyball Tournament (between departments)  
Softball Game (Sports Day )  
Talent Show  
Poster Contest  
Trivia Contest  
Games; Darts, Bacchi, Croquet  
Dress Down Day  
In-House Miniature Golf Course  
Dunking Booth  
Golf Outing  
Longest Drive Contest (Golf range)

# Campaign 2007

MAKE IT ... FUN!

## **Penny Challenge**

Have a competition between departments, floors or buildings for who can collect the most pennies in a jar in one or two weeks. The jar with the most pennies receives a pizza lunch for that group. Pennies are donated to the United Way.

## **Senior management prepares lunch.**

A president of his company made a big pot of chili and then donned an apron and served it to his staff. All proceeds were donated to the campaign. Pasta also works well. Add bread and a salad.

## **Donut sales.**

Ask a local donut store to give you a discount on the purchase of several dozen donuts. Sell them for 50 cents a piece. If you can, serve coffee for 50 cents a cup.

## **Dress Down Days or Jean Days.**

Have dress down days on Fridays throughout the campaign, September - October 31. Charge \$2.00 or \$3.00 to participate. Or if you sign up for payroll deduction (at least \$1.00/pay period) an employee can participate in dress down Fridays for whatever number of weeks your agency deems is appropriate.

## **Pumpkin sales.**

From a \$50 winning lottery ticket, a company employee bought 100 pumpkins from an area pumpkin farm. Several of her colleagues offered to paint Disney character faces and other types of well-known faces on the pumpkins. The pumpkins were priced according to size. Second year of sale, two pumpkin farms donated pumpkins. Over \$3,000 was raised from the sale of the pumpkins.

## **Slice of pizza sale.**

A local pizza restaurant offered a discount for the purchase of several sheet pizzas. The agency sold them by the slice.

## **Unique boutique.**

Employees brought in items they no longer need, i.e., hats, jewelry, books, tapes, clothes, etc. and sold them at a very low price. The boutique was set up in a back room for a week.

# Campaign 2007

MAKE IT ... FUN!

**Dog House.**

Air your gripes by writing them on a slip of paper. No names mentioned, please. Make a doghouse out of cardboard/wood and put it in the lunchroom. Pay a small fee to write a gripe and pin/ tape it to the doghouse.

**Ice cream social.** Ask a local ice cream business to donate or provide you with ice cream cups at a discount rate. Sell them for a higher price than what they originally sold for.

**Crazy stocking/sock day.**

Along the lines of dress down day, wear crazy socks/stockings for a day. Pay \$1.00 to participate. Ask a local business to donate a prize (gift certificate-for lunch, a book, a tape, etc.) The person who receives the most votes for the craziest socks wins the prize.

**Halloween contest.**

One of our larger companies coordinates a Halloween decorating contest. Employees are encouraged to decorate their department in a scary or fun Halloween motif. Judges from local agencies and the United Way are named and vote on what they feel is the best/most creative Halloween display. Prizes are donated by local businesses and are awarded to the winners. Held throughout the building, the event is held to bring awareness of the campaign during the mid-point of this fundraising drive.



**UNITED WAY OF WEST CENTRAL CONNECTICUT**  
200 Main Street  
Bristol, CT 06010

**PHONE: 860.582.9559**  
**FAX: 860.582.6561**

**EMAIL: [unitedwaywc@ctunitedway.org](mailto:unitedwaywc@ctunitedway.org)**

**[www.uwestcentralct.org](http://www.uwestcentralct.org)**



# Evaluating Your Campaign

**PLEASE EMAIL OR FAX THIS FORM TO UNITED WAY AT 860-582-6561  
or EMAIL TO: marylynn.gagnon@ctunitedway.org**

Please take a few minutes to fill out the information in this evaluation form at the end of your campaign. We are looking for your feedback as to how we can make your job as an ECM, easy and fun.

Name of 2007/2008 ECM: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of CEO/President of Company \_\_\_\_\_

Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

## SUMMARY OF CAMPAIGN

Campaign Results:      Goal: \_\_\_\_\_      Total Dollars Raised: \_\_\_\_\_

Strengths of the Campaign

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Areas of Improvement

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How can your United Way Campaign Volunteer help you run a better campaign?

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Share a few ideas which helped you run a successful campaign (I.e. events, solicitation methods, incentives)

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