



## Campaign Strategies

### Participation Strategies:

- Set a goal...and announce it! Grow participation by X%, or try to attain a specific participation percentage.
- Educate! See the E-mail campaign strategies to use “Did you know” facts to educate about community need.
- Offer a raffle entry for all pledges turned in by the end of the first day of the campaign. Give additional raffle entry tickets for : a gift by payroll deduction, a first time gift, or a increased gift.
  - Earn 20 entries into the raffle drawing:
    - Earn 10 tickets when you turn in your pledge card today!
    - Earn 5 additional tickets if this is a first time gift or if you increase your gift over last year!
    - Earn 5 more tickets if you give through payroll deduction!
- Have a competition! Have departments compete by participation rates, or reward all departments with a pizza party that achieve X% participation.

### Strategies to increase gifts:

- Educate! See the e-mail campaign strategies to use “Did you know” fact to educate about community need.
- Set a campaign goal and announce it! Set a percentage increase, or \$ increase
- Break it down! Check out the penny calculator and show that it only takes pennies to make a difference.
- Host a leadership campaign. Find your “How to” guide in the Campaign Toolbox.
- Have a “Plus 2” campaign. Ask everyone to increase their gift by \$2/week...or Lucky 7’s or 9, think: 9 reasons to Give in ’09.
- Offer incentives: Give \$ X and receive a day off!

### No budget? No problem!

- What some time with the CEO? Raffle off lunch with the CEO! Or breakfast, or an afternoon of golf.
- Favorite parking space? Turn it in to a raffle prize: Reserved UW parking space!
- Earn a day off ! Give \$X to earn a day off, or offer one day off as a raffle prize.
- Sell the right to wear jeans to work! Find UW Jeans Day Stickers at the Campaign Tool Box.
- Show the impact a gift can make, compared to a latte, McDonalds value meal, dinner and movie? See “What a dollar can buy,” for examples of impact. Find success stories at [helpthemostpeople.com](http://helpthemostpeople.com)
- Good karma!



## Give thanks!

- Say thank you! One morning, have the campaign team or executive leadership welcome everyone at the door and thank them for their gifts.
- Give out stickers, “I made a difference today! I gave to United Way!”
- Send an e-thank you card. Find it on the Campaign Tool Box.
- Poverty doesn’t take a day off. Remind donors their contribution is at work *every day* (especially payroll deductions!). Send a thank you on Valentine’s Day, or other special days to thank donors for their everyday gifts.

## Giving Year Round

- Only think about United Way in the fall?! We work year round to create lasting change! Here are some ideas of how you can make an impact all year round!
  - January – War on Poverty anniversary month.
  - March - the 23<sup>rd</sup> is National Chip & Dip Day. Celebrate by inviting co-workers to make their favorite dip or salsa recipe. Charge a fee to sample the entries or \$1 for copies of the recipes.
  - April – National Volunteer Month- combine a team-building event with a volunteer service project.
  - May – the 15<sup>th</sup> is National Chocolate Chip Day. Sponsor a Bake-off. Cast votes for the best chocolate chip recipe with dollars and change.
  - June – National Dairy Month – have an ice cream social with a variety of toppings and charge employees by the scoop with proceeds donate to United Way of Treasure Valley.
  - November – November 23<sup>rd</sup> National Family Volunteer Day.
  - For more ideas check out [holidayinsights.com](http://holidayinsights.com).



## No time? No problem! The E-mail Campaign!

Communicate with employees through and e-mail campaign through 1, 3 or 5 days of e-mail messages!

### Did you know?

- 31% of Idaho adults are “functionally illiterate.”
- One age appropriate book per every 300 children: the ratio of book per child in low-income neighborhoods.
- Dental care is the # 1 unmet health need for Treasure Valley children
- Our United Way Campaign starts today! Please give.

### Did you know?

- Idaho ranks 46<sup>th</sup> in overall public mental health expenditures.
- Idaho has the worst physician to population ratio in the U.S., qualifying sections of Ada County as medically underserved.
- For every child without medical insurance, there are at least two without dental insurance.
- You have the power to change conditions. Please give.

### Did you know?

- The Federal Poverty Rate for a family of four is \$22,056 on annual income?
- There are approximately 56,777 people living in poverty in the Treasure Valley.
- Only households at 32% of poverty (or \$7,058 of annual income) qualify for cash assistance in Idaho.
- Give today. Change tomorrow.

### Do you know what \$1 a week can do?

- A contribution of \$1 per week to United Way’s Community Fund connects 8 people to services they need to keep their families safe.
- A contribution of \$1 per week will provide dinner and one activity night for a low-income family participating in the *Born Learning* Program.
- A \$1 a week will help facilitate \$2,700 worth of volunteer specialist physician services for uninsured, low-income patients through the Volunteer Physician Network.
- Please give.

### Did you know:

- 100% of your contribution to the United Way Community Fund is invested in the Treasure Valley
- 100% of an individual’s gift to the United Way Community Fund is invested in services to help those in need, not to cover United Way costs
- Corporate Champions underwrite United Way administrative costs, not individual donors
- A gift to the United Way Community Fund is the most powerful gift you can give. Please give.