



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: 10 reasons to Give in ’10.
- 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.



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 23rd 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 15th 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 23rd National Family Volunteer Day.
 - For more ideas check out holidayinsights.com.