

10 TIPS for a Successful

United Way of the Tri-Valley Area Employee Campaign

1. Find out what is important to donors and how they would like United Way Dollars allocated.

Encourage donors to complete the brief needs survey on the United Way pledge sheet. Input IS important and if people feel like they are being heard, they are more likely to donate!



2. Invite United Way-funded Community Partners to your workplace to learn more about the impact they have in the community.

3. Ensure all employees have access to the United Way Campaign Video which shows how employee contributions make a difference locally. DVDs can be provided, or view it from facebook or our website.

4. Offer incentives for all donors, plus additional incentives for first-time donors, and those who increase their gift from the previous year. Incentives can be as simple as a United Way T-shirt or as generous as a prime parking spot or a day off.



5. Coordinate special fun-raising events such as a "trash to treasure" day where employees bring in gently used items and buy other items. All proceeds go towards the workplace United Way campaign. Or how about a paper airplane building contest with an entrance fee and prizes for the longest flight, or most dramatic crash landing. Or a pumpkin carving contest! Solicit donated pumpkins and have employees pay \$5 to enter and \$1 to vote for pumpkins in a variety of categories. Then, raffle or auction off the pumpkins! While it would be beneficial to have



special events generate a lot of money towards your campaign, having fun and raising awareness is important too! For a complete list of special events, visit the United Way of the Tri-Valley Area's website and go to Campaign Ideas under the GIVE section.

6. Lead from the top. When an Employee Campaign Manager gets involved and contributes, it makes all the difference in the world!

7. Get to know the resources that are available to you.

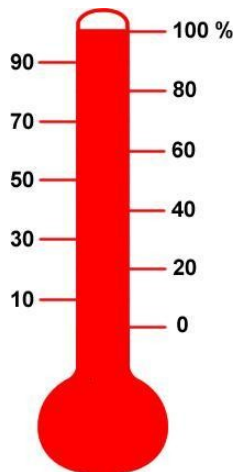
Sometimes the United Way feels like a well-kept secret. But there is a tremendous amount of information available. This includes community resources, AND United Way material. Call the office, set up a meeting with staff or volunteers, or visit our website. We would love to provide multiple copies of resource material you need.



8. Sell hope, not despair. Help spread the word that the United Way meets emergency needs, but is also funding programs that are addressing the root causes of problems.

9. Communicate with your employees frequently through face-to-face meetings, intranet postings, or newsletters. Knowledge is power!

10. Set a goal and strive for it. Display a thermometer in a very visible space as a friendly reminder of the importance of the Campaign. (Available through UWTVA.)



Thank you for reaching out your hand to one and influencing the condition of all!

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED



United Way
of the Tri-Valley Area

