

10 TIPS for a Successful United Way of the Tri-Valley Area Employee Campaign

1. Find out what is important to donors and describe how the United Way impacts this area.

Do employees care about children? Homelessness? Literacy? Heating assistance? Transportation? Older adults? The United Way impacts all these areas through funding local programs addressing these needs, leading initiatives like the Community Energy Challenge, and helping people connect to resources.



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 are aware of how to access local United Way information, including links to videos, Facebook page ([facebook.com/uwtva](https://www.facebook.com/uwtva)), and website (uwtva.org).



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!

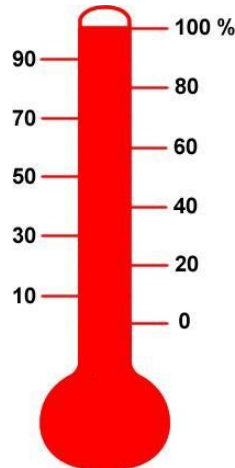
6. Lead from the top. When an Employee Campaign Manager gets involved and contributes, it makes all the difference in the world!

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. Feel free to track donors instead of dollars.

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED



United Way of the Tri-Valley Area

