

SHARING TIPS FOR RUNNING A SUCCESSFUL WORKPLACE CAMPAIGN

From: Karen Thomas, Warwick Valley Community Center

- Have a luncheon for staff to launch campaign
- Have “Directors” of programs share stories about the benefits from UW funding
- Allocate 1 Board Member to solicit other members to contribute

From: Gene Gengel, Inspire: The CP Center

- Run a contest, e.g. – two teams that are in the World Series
- Everyone increasing his or her contribution gets a \$2 scratch off ticket
- Have a breakfast to kick-off campaign
- Drawing for prizes
- Make campaign as short as possible
- Paid day off for winner of a drawing for those contributing

From: Deborah Bowles, Middletown YMCA

- Recruit staff leadership that is well respected and trusted
- In your pitch, make sure you talk about all the different ways UW helps people and let them know that we are direct recipients too.
- Train the people who are doing the asking well.
- Ice cream parties, free coffee and a bagel on the way to work – almost always gets people to give.
- Push payroll deduction, *“You’ll never miss a couple of dollars a paycheck.”*

From: Peter Fogarty, Newburgh Family YMCA

- **Raffle:** Paid day off, dinner for two at popular restaurant, tickets to Eisenhower Hall or sport event.

From: Renee Brugger, Blooming Grove Day Care Center

- Explain that United Way assists agency in many ways, Day of Caring, Grants, and trainings
- Raffle entry for those who participated

From: Nancy Kosloski, Big Brothers/Big Sisters of Orange County

- Be a UW giver yourself and proudly tell your employees
- If you’re in administration at your agency, proudly give at a leadership level. (\$500 or more)
- Don’t procrastinate – do the campaign right away
- Show enthusiasm for the UW partnership with the agency.
- Give examples of where and how UW is working beyond your agency’s mission
- When possible personalize the message to your employees – tell them how UW helped your friends, family or neighbors.
- Set a clear expectation of giving. Don’t assume, based on wages that an employee cannot give. We can all give up a coffee, soda or fast food trip to make a difference here in our community.
- Make giving *fun* – set up incentives like getting to leave early or coming in a little later, take the highest giver to lunch or free movie tickets.
- Throw a staff breakfast meeting for your kick-off
- Praise and reward campaign results

From: Ronni Bernstein, Pius XII Youth and Family Services

- A letter is sent out ahead of time informing staff about the upcoming UW campaign
- Have a speaker address staff
- Staff must attend a mandated training
- Follow-up is done with staff who for some reason have not attended due to illness, vacation etc.