



Workplaces that did ALL FOUR steps had an 18% INCREASE!

18%

7%

vs.

6%

6%

vs.

24%

23%

vs.

5%

8%

vs.

6%



## THE "ESSENTIAL" ACTIVITIES

### CAMPAIGNING DURING COVID

#### #1 MAKE YOUR PLANS! MEET WITH UNITED WAY STAFF EARLY TO PLAN, BRAINSTORM, AND CUSTOMIZE YOUR INTERNAL CAMPAIGN FOR MAXIMUM RESULTS.

- Logan County Champions that met with us 2-4 weeks before their campaign to strategize had a **7% increase** in giving last year. Workplaces that did not had a 6% decrease.
- Meet with us one-on-one. OR plan to join your colleagues from other local workplaces at one of our Champions Roundtables (on Zoom: Thursday Aug. 13 at 2pm, Thursday August 20 at 10am, or Thursday September 3 at 10 am) to share ideas and best practices.

#### #2 ASK UPPER MANAGEMENT TO PUBLICLY ENDORSE YOUR UNITED WAY CAMPAIGN IN EMPLOYEE PUBLICATIONS AND / OR AT STAFF MEETINGS

- Logan County workplaces in which the CEO publicly endorsed the UW campaign and encouraged giving had a 6% increase in giving last year. But in Logan County workplaces where the CEO / upper management DID NOT publicly endorse the campaign in a high profile manner, there was a **24% decrease in giving!**
- IS UW a priority for CEO/management?
- **Is there an authorized corporate gift / match?**
- Are there authorized incentives for giving?
- Will they speak/endorse at employee kickoff?
- Have you met with them to discuss your plan?
- Send letter/E-mail to staff about importance of United Way and how it meets your company's philanthropic mission.

#### #3 HOW WILL YOU MAKE THE ASK? HOW OFTEN WILL YOU MAKE THE ASK? CONSIDER VERY CAREFULLY YOUR COMMUNICATIONS, PLEDGE FORM DISTRIBUTIONS, AND PLEDGE FORM COLLECTIONS

- Logan County workplaces that had us in to do a formal presentation last year had a 23% increase in giving. Those that did not had a 5% decrease in giving. BUT, with potential COVID restrictions, employee kickoff meetings may not be possible. Please consider:
  - How will you promote and launch your campaign?
  - Will you use paper pledge forms? Prefer online giving? If you have employees that don't use computers, consider our new mobile text-to-give opportunity!
  - The need for multiple asks / touch points during your campaign window.

#### #4 EXTEND THE DANGLING CARROT CONSIDER WHAT INCENTIVES / PERKS / FUN BENEFITS MIGHT BE OFFERED FOR DONORS WHO MAKE PLEDGES

- If only everyone were 100 percent altruistic. Still, Logan County workplaces that incentivized giving last year (even with low-cost / no-cost items) saw an 8% increase in giving. Those that did not offer anything experienced a 6% decrease in giving.
- Offering a chance of additional PTO is popular and if possible in your setting, would work well. But there are MANY creative ideas. See page 7 for examples.