



## 2016 CAMPAIGN CHAMPIONS GUIDE

# LIVE UNITED



United Way  
of Logan County

Please use this guide for inspiration in coordinating your workplace campaign. These ideas REALLY work! Call us anytime at (937) 592-2886 and we can answer your questions.



NetGain and AcuSport Corporation took home the Traveling Trophies last year for their internal United Way campaign accomplishments.

## PICK CAMPAIGN DATES AND DEVELOP A REALISTIC PLAN

Unless your workplace is very large, we recommend running for a week (a Friday or payday) to the following Friday. That provides a sense of urgency to turn in forms, yet gives everyone plenty of time to consider a gift. It also shortens the timeframe you need to think and work on the project. Ideally, you'll have your internal campaign plan in place two weeks prior to your kickoff date.



Liberty National Bank included a corporate gift as a part of their annual campaign last year. Make sure you complete the Corporate Pledge Form. The gift from your workplace itself is a part of your total internal campaign total.

## CORPORATE GIFT POSSIBILITIES

Don't forget to ask for a gift from what may be the bigger donor to your internal campaign: your company itself! Before you start your campaign, ask senior management to complete the Corporate Pledge Form, (if you are not a school or government entity). Last year, six workplaces provided a 100% corporate match of what employees pledged, effectively doubling their giving. Others provide matching dollars up to 50% or offer a straight corporate gift.

## PLAN TO HAVE SOME FUN

Make your campaign interesting by offering some low-cost, no-cost incentives (or maybe springing for some big ones, if possible) to encourage participation. (See page 4 and the 2016 Campaign page on our website at [www.uwlogan.org](http://www.uwlogan.org) for ideas.)

## CAMPAIGN CHECKLIST

- \_\_\_ Set your campaign kickoff and end dates and inform United Way  
Kickoff Date: \_\_\_/\_\_\_/\_\_\_  
End Date: \_\_\_/\_\_\_/\_\_\_  
• Please end before Thanksgiving
- \_\_\_ Obtain all campaign materials from UW
- \_\_\_ Corporate Pledge Secured (if applicable)
  - \_\_\_ 100% matching of employee giving
  - \_\_\_ Other percentage match of employee giving
  - \_\_\_ Other corporate gift
  - \_\_\_ Grant or Sponsorship of UW event
- \_\_\_ Giving incentive or "Funraiser" for employees
- \_\_\_ Donor list from last year reviewed for "churn"
- \_\_\_ United Way presentation scheduled to start your campaign
  - \_\_\_ Pledge forms to be distributed AT MEETING
- \_\_\_ Consider a giving option for retirees
- \_\_\_ Keep United Way updated on weekly progress
- \_\_\_ At end of your campaign:
  - \_\_\_ Complete your Campaign Reporting Form
  - \_\_\_ Send copies of Pledge Forms to PAYROLL
  - \_\_\_ Send copies of Pledge Forms, cash, checks, unused materials, corporate pledge form, and reporting form to UW
  - Please end before Thanksgiving

## LET US DO IT FOR YOU!



Chad Wilkinson, last year's Campaign Co-Chair, tells his personal United Way story during a presentation at Logan County Electric Cooperative. A formal United Way presentation in your workplace is the most effective way to “make the ask.”

- Find the time to schedule a 15-minute United Way presentation. These could occur during already-scheduled staff meetings. United Way is able and willing to do the presentation multiple times to cover your various shifts and departments.
- We can do presentations for as few as two people and for as many as 2,000.
- Presentations can include the following elements:
  - **Showing our campaign video.**
  - **A testimonial from a United Way volunteer or Agency representative**
  - **A fun, interactive, educational game**
  - **A PowerPoint presentation.**

## FORMAL PRESENTATIONS MAKE ALL THE DIFFERENCE.

- Our statistics show that workplaces that invite United Way in to do a formal presentation for staff members consistently raise more money than those that do not.

## ASK AND YOU SHALL RECEIVE

Do you know the #1 reason why people say they DON'T give to United Way? It's because they weren't ASKED TO GIVE!

That's why our job as Campaign Champions is to ensure that EVERY person in the workplace is formally asked to give. So how can we plan to ask each individual associate, and do it effectively?

- Think first about how effective your “point-of-contact,” moment is going to be. The instant each person receives their pledge form. In most instances, a person will make the decision to give or not within 10 seconds of receiving that pledge form. How inspired will they be to give at that exact moment?
- People give to people. The most effective “asks” include an educational piece along with the human element, the personal touch of a face-to-face plea. At the very least, include a story, an e-mail, or a letter explaining why their gift is needed.
- Will they simply find a pledge form on their desk one day? Will it be left in their mailbox? These methods are not nearly as effective.
- Ask for a completed pledge form from every associate. Whether they give or not, if they fill out the form, we know they've been presented with the information and have made a conscious decision to participate.
- Asking for a completed pledge form from every associate is not pressuring anyone to give. It is simply ensuring that we, as Champions, did our job of making the opportunity available to everyone.

## UNDERSTAND DONOR CHURN - HOW MUCH IS IT COSTING YOUR CAMPAIGN?

Quite simply, it's turnover. It's someone who gave to the campaign last year, but not this year. Get THIS!

- Last year, 30% of overall donors to United Way of Logan County who gave in 2014, did NOT give in 2015, costing us \$121,678 in lost pledges.
- Why would someone give one year and not the next? 36% of lapsed donors say they weren't asked or contacted the second year. 19% said they couldn't afford to.



If your workplace churn rate is over 25%, it's fairly high. Can you help us bring it down?

1. Review the list of donors who gave last year (we will provide the list).
2. Let us know those who are no longer at your workplace before your campaign starts so that we can include them in our direct mail campaign.
3. Make sure all of those on the list still at your workplace are asked to give again.
4. Near the end of your campaign, remind those donors who haven't yet given one last time. Sometimes, the person simply forgot to turn in their form or was out of the office during your campaign.

## TO INCREASE DONOR PARTICIPATION...

THE TYPICAL LOGAN COUNTY WORKPLACE HAD 41% PARTICIPATION  
WHAT WAS YOURS LAST YEAR? \_\_\_\_\_ COULD IT BE BETTER?



Bellefontaine Mayor and United Way Board President Ben Stahler talks about United Way during a chili cook-off at the Fire Department during last year's campaign. Food and fun always go together and make a great combination for your United Way kickoff meeting.

- **FOOD ALWAYS DRAWS A CROWD.** Provide refreshments at the United Way presentation.
- Have an attractive incentive for participation. (See next page.) They don't have to cost a lot. But it will raise awareness and build excitement.
- Establish friendly inter-department competitions with prizes / incentives for the department that raises the most or has highest participation.
- Post United Way announcements and stories on bulletin boards, in employee publications, staff wide e-mails, and break areas.

## TO INCREASE YOUR AVERAGE GIFT...

THE AVERAGE PERSONAL GIFT TO UNITED WAY OF LOGAN COUNTY IS \$160  
NATIONALLY, THE AVERAGE PERSONAL GIFT TO UNITED WAY IS \$291.  
WHAT WAS YOUR WORKPLACE LAST YEAR? \_\_\_\_\_ COULD IT BE BETTER?

- **Stress giving via payroll deduction.** Most donors give more if they stretch their gift out over the entire year than by giving one lump sum.
- Encourage donors to increase their gift by 10% or \$1 a week over last year's pledge. Tie the increase to giving incentives.
- Promote giving at Peak Giver levels (see page 5) with added incentives for those who pledge there....OR to those who increase their gift from last year.
- Leverage "funraisers." Ask for a pledge form, rather than a cash gift. Instead of selling Jeans Day passes for \$5 in cash, ask that they pledge \$5/week via payroll deduction. Make a completed pledge form the "admission" into the pot-luck.
- Promote "Pledge Buys," or what your gift will do. For example, your pledge of \$6/week will provide a new wig for a cancer patient whose lost her hair to chemotherapy. (This figure is based on 52 deductions. Contact us and we can customize "pledge buys" for the number of your pay periods.)



On those cold winter mornings, the parking spot next to the employee entrance is a coveted position. Reserve it for a United Way raffle winner each month!

Not all of us are made of money with deep pockets to buy prizes for our campaigns. But sometimes, the best prizes don't "cost" anything. Here are some low-cost/no-cost raffle items you can use if you're working on a shoestring budget.

- Casual dress days
- Extra paid vacation day
- Special "United Way" parking spot
- Company "swag"
- "Sleep-in" or "Long-lunch" passes
- Dinner or lunch with the CEO
- Use of corporate / company tickets and passes to local sporting events and shows
- Restaurant gift certificates
- Ask your vendors for incentive giveaways/services/
- Ask another workplace to trade items/services to use as incentives.



## USE THE DANGLING iPad (OR CARROT)



- If only everyone were 100% altruistic. What inspires giving? Providing an extra incentive is one of the most sure-fire ways to increase participation rates in your workplace. Enter donors in a drawing for special prizes.
- If your company has a budget with which to conduct the

campaign, use it to purchase high-profile items you could give away. OR, leverage a portion of your planned corporate gift for this purpose to get more associates involved. Popular items include TV's, iPads and electronics, OSU football tickets, gift cards, or baskets.

- **GET THIS!** In 2010, a local company gave a \$2,000 corporate check on top of the \$6,433 raised during the workplace campaign. The next year they took that \$2,000 and purchased TV's, iPads, and gas cards to raffle off to associates. For every dollar you gave via payroll deduction, you got that many chances in the raffle. Participation increased from 8% to 32% and giving increased to \$26,150!



## PEAK GIVERS

UNITED WAY OF LOGAN COUNTY'S LEADERSHIP GIVING SOCIETY

Please help us promote giving at leadership levels. Membership in our Peak Givers begins with a \$1,000 annual gift. It includes recognition in our annual Membership Directory and invitations to social networking events. This is included on the pledge forms.

### PEAK GIVER LEVELS

- Alexis de Tocqueville Society — \$10,000 and up
- Ellen B. Blair Society - \$5,000 to \$9,999
- Gold - \$2,500 to \$4,999
- Silver - \$1,750 to \$2,499
- Bronze - \$1,000 to \$1,749

## GO FOR THE GOLD!

We will publicly recognize our top giving workplaces at the LIVE UNITED Corporate Campaign Awards Banquet in January. If your workplace achieves ONE of the criteria in the following categories, you'll receive that award (must have at least 10% participation to qualify):

### GOLD

60% participation  
\$200 average employee gift  
100% corporate match

### SILVER

50% participation  
\$150 average employee gift  
\$100 per capita corporate gift

### BRONZE

40% participation  
\$100 average employee gift  
\$50 per capita corporate gift



In addition, we'll award our two Traveling Trophies, our top honor for philanthropic achievement. The trophies are annually presented to the workplaces with the highest giving per capita in two divisions: large business (100 or more associates) and small (fewer than 100).