

Helpful Hints

- Keep in mind that 90 percent of your time is spent planning and organizing your campaign and only 10 percent is spent running it.
- Try to include the informal leaders of your company. These people already have the respect and trust of their co-workers and will be influential when it counts.
- Implement some fun incentives to help reach your goal. Some companies encourage friendly competitions between departments. Others give days off with pay to reward certain levels of United Way investments. Make sure that you have FUN!
- The number one reason that people do not give to charitable organizations is because they are not personally asked to do so. Who knows how many of the people you will ask to give this year will do so just because you made the extra effort?
- If your company is running an all electronic campaign we suggest that you still conduct your campaign with fun activities and an employee rally/kickoff with a guest speaker and United Way video presentation.
- Have a year-round campaign! Hold special events several times a year rather than several during one week. It's easier to ask people to contribute small amounts over the course of a year. Check out our special event guide for ideas.
- Use the campaign tools on our website: www.unitedwayracine.org/ecc_toolbox

Keep a notebook or file of your plans for next year. You or your successor will be glad you did!

Techniques to Avoid

- Assuming that people already know about United Way
- Asking people to speak to employees without providing them with talking points
- Dropping off investment forms without explanation
- Mailing investment forms to employees. Historically, this has been the least effective option
- Arguing with people who have concerns or questions (your United Way representative can provide answers to questions, if needed)
- Making a gift mandatory, United Way is opposed to any type of coercion – it is contradictory to our operating standards

*Remember, when people are asked why they did not give, the response heard most often is . . .
“I was never asked!”*