

YEAR-ROUND COMMUNICATION

You don't have to wait for the annual campaign to start talking about United Way! Communicating with employees throughout the year will keep them involved, help them understand how their dollars are making a difference, and demonstrate your organization's commitment to United Way. Below are best practices and ideas shared by Campaign coordinators from a wide variety of organizations. You can view more best practices on our website, www.uwberks.org.

Incentives - Create campaign incentives that require monthly attention (i.e. a parking space raffle or a "UW Supporter of the Month" Club).

Thank employees "off" campaign time - Don't forget to provide an example of what their contributions mean to the community. Use a short success story or provide outcome measures that match employees' interests (United Way staff will be happy to provide this information to you).

United Way newsletter - Distribute the United Way newsletter through email or post it on bulletin boards.

Agency of the Month - Create interest through efforts such as Agency of the Month and display facts about United Way Agency Partners in lunchrooms or breakrooms.

Speakers - Invite representatives from United Way Agency Partners to speak to employees during lunch or at the beginning of a staff meeting. United Way staff members are also available to speak on topics such as United Way Initiatives and how donor dollars are used year-round.

"Random Days of Kindness" - Hold a drive effort to benefit an agency or group.

Volunteer opportunities - Post volunteer opportunities on bulletin boards or distribute them through email. Post a link to United Way of Berks County's Volunteer Solutions website on your company intranet or encourage employees to log on and search for opportunities by visiting www.uwberks.org and clicking on the Volunteer Solutions icon.

Share United Way success stories - Success stories have the most impact when they're shared by someone we know. Ask your employees to share their success stories or personal testimonies with their coworkers. A survey to help you identify employees with stories to tell can be found on page 27.

Don't do it alone - Form a committee to help you create and execute a year-round communications plan.

"Signature Event" - Generate enthusiasm and interest with a special event held "off" campaign time.

Partner on a volunteer project - Join with another company to complete a volunteer project. Take pictures and share the experience with others.