

Best Practices

Don't reinvent the wheel! The ideas and best practices on the following pages have been used in companies running successful United Way campaigns.

CAMPAIGN INCENTIVE IDEAS

General ideas:

- Tiered incentive program
- Campaign merchandise from United Way - log on to www.uwberks.org to order
- Tie incentives to payroll deduction
- Gas cards
- Time off
- Company match
- Parking spaces
- Tickets to sporting events
- Hats, t-shirts
- Gift certificates for dinner
- Ask vendors to provide incentives (see United Way website for a sample letter)
- Department challenges - award winner with pizza party
- Car washes by management staff
- Establish higher incentive level than the United Way
- Ask employees to donate incentives

Ideas for Incentives Based on \$1.50, \$4.00, or \$5.00 Weekly Pledge

- Company promotional items, such as apparel
- Offer an extended lunch break
- "Flee at 3" - allow employees to leave work a little early
- Gift Certificate for Landscaping or Snow Removal Business
- Phone Calling Card
- VIP Parking at Work, for a designated timeframe
- Free Breakfast or Lunch for a week at company eatery
- Berks County Snack Basket – many local companies produce snack items!

Incentive Ideas for Returning Pledge Card

- Free coffee or soda
- Company pen
- Instant Lottery Ticket
- Seed Packets, such as "forget-me-nots" to thank employees for not forgetting about the importance of strengthening our community and supporting United Way.

PROMOTE EMPLOYEE ATTENDANCE AT CAMPAIGN MEETINGS

- CEO invitation
- Food or bag lunch
- Door prizes and games for those who attend
- Promote 100% employee attendance - "you are scheduled to attend..."
- Focus on 100% solicitation, not 100% participation
- Incorporate United Way presentation into existing meetings

INCREASE PARTICIPATION

- United Way presentation in every department
- Agency visit on company time
- Reverse tours
- Personal testimony from employee(s)
- CEO endorsement letter
- CEO endorsement at all meetings
- Payroll stuffers prior to campaign
- E-mail to employees
- Voice mail to employees
- Show United Way video at meetings
- Creative message placement (bathroom stalls, microwave, etc.)
- Organize employee volunteer opportunities. Check out www.uwberks.org for ideas
- Expand committee
- New Hires program
- Retiree solicitation
- Union partnership
- Promote year-round communication
- Send written thank you to each employee
- Use incentives

INCREASE THE AVERAGE GIFT

- Promote a standard of giving (give 1 hour of pay per month, 15 minutes of pay per week, percentage of annual salary, etc.)
- Establish incentive levels
- Ask for an increase
- Personalize pledge cards and show last year's pledge amount on the card
- Provide impact statements (available from United Way's Marketing Department)
- Encourage giving through payroll deduction
- Encourage employees to volunteer
- Focus on Leadership Giving

RUN A RETIREE CAMPAIGN

- Host a separate meeting with a reverse tour and offer incentives to attendees
- Recruit retiree to coordinate the effort and ask him/her to serve on the campaign committee
- Solicit through the mail - include endorsement letter, personalized pledge form, and a stamped return envelope (United Way will even coordinate this effort for you! Talk to your UW campaign manager for details)
- Communicate year-round - host agency and volunteer fairs once a year, highlighting those of interest to retirees