

Strategies for Success



United Way of
Northwest Michigan

www.unitedwaynwmi.org

Current Situation:

Employees already give so much...
That's great! It means they understand the importance of supporting the entire community.

Strategy:

- Make sure everyone is educated about United Way and our programs and initiatives. Services are available to all of Northwest MI.
- Don't be afraid to make an ask. Most employees expect it and are ready to give.
- Be sure to thank your employees for their entire contribution to our community, whether it is time or financial support. They should feel really good about all they do.

Current Situation:

Small or no budget...
With a little creativity, a campaign can be fun and successful without any budget at all!

Strategy:

- Use experiences instead of items as incentives. For instance, ask your executive director to provide dinner and his or her home for the winner of a drawing, or have the senior team wash the cars of drawing winners.
- Hold a potluck kickoff, where each person who wants to participate brings in a dish. Departments can put on skits for each other, making the kickoff quite entertaining!

Current Situation:

I have no time to dedicate to campaign...
Whew! Chances are, you wear many hats. That's one of the reasons why you're so special to us!

Strategy:

- We've created a special event guide with activities, incentives and themes for you. The activities are broken down by the amount of time and energy needed, cost, and purpose (such as fundraiser or team building).
- There are many other materials to help you run a successful campaign. Check out the campaign toolbox on our website.
- Always remember our staff is here to help.

Current Situation:

We have less employees than last year...
We know there can be many changes in a workforce and we are there to support you and your employees.

Strategy:

- Share success stories. They can be inspiring and motivating to your employees.
- Make it a competition. Look at individual departments and challenge them. You'll be surprised how competitive it can get.
- Promote payroll deduction. On average, a contributor who gives through payroll deduction will give four times more than a cash or check.

Current Situation:

We have the same number of employees but still have low participation...
This is a common challenge among many types of organizations, large and small.

Strategy:

- Instead of asking just during campaign time, hold fundraisers throughout the year. You can build morale and support the community.
- Communicate senior management support. Have CEO's share why they support United Way.
- Hold a special Leadership Giving meeting for potential givers. A targeted Leadership Giving campaign can increase your participation and per capita giving rates.

Current Situation:

We have multiple locations/shifts...
A multiple locations and/or a non-office environment can sometimes be a challenge. Proper planning can help.

Strategy:

- Create a campaign committee with a person from each location/department. They should also help with solicitation.
- Don't leave anyone out. Host a fundraiser that everyone can participate in like a bake sale, used media sale or a jeans day.
- Try holding separate events for different locations/shifts. Make sure they receive all necessary materials.

Remember...

- To build a timeline with a start and end date.
- Set an aggressive goal and track results.

Remember...

- Hold a kickoff rally with a United Way speaker.
- Ask everyone to give.

Remember...

- Include United Way staff in your planning.
- Have Fun!