THE GUIDE BOOK TO SUCCESSFUL UNITED WAY FUNDRAISING CAMPAIGNS!

LIVE UNITED®

United Way of Idaho Falls & Bonneville County
OUR COMMUNITY PARTNERS

American Red Cross
Boy Scouts, Grand Teton Council
The Center for Hope
Civil Air Patrol, Eagle Rock Squadron
CLUB, Inc.
Development Workshop, Inc.
Domestic Violence and Sexual Assault Center
Eastern Idaho Community Action Partnership
Family Crisis Center
Foster Grandparents
Girl Scouts, Silver Sage Council
Hospice of Eastern Idaho
Idaho Falls Rescue Mission
Idaho Falls YMCA
Idaho Legal Aid Services
Senior Citizens Center (Idaho Falls) Madison County Senior Center
Senior Citizens Center - Rigby
South Fremont Senior Citizens Center
The Salvation Army
Upper Valley Friendship Club
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Grandpa Jim & Grandma Evelyn
Foster Grandparents in Eastern Idaho
Overview

Successful United Way campaigns have two things in common: good planning, and wide participation. The heart of fundraising are donations and pledges, but the cherry on top is the extra campaign fun and funds generated by hosting special events. Ask yourself these questions before planning your special event:

1. What do you hope to accomplish through the special event?
   - Create greater community understanding
   - Build morale
   - Increase volunteering
   - Raise money
   - Honor leadership givers
   - Reward team

2. What resources are available?
   - People
   - Materials
   - Incentives
   - Entertainment
   - Inspiration
   - Facility
   - Budget
   - Communication
UNITED FOR CHANGE –
Just the Facts

• United Way lives its mission by working with the community to address the root causes of issues.

• United Way supports basic needs services to ensure everyone has place to turn to in urgent situations.

• United Way remains a community fund-raiser.

• United Way is the “go to” place where volunteers can connect with local opportunities.

• We surround a community’s most critical problems and we fight. At United Way, we fight for the health, education and financial stability of every person in every community. No matter the obstacles, no matter the odds.

• We are hand-raisers, fund-raisers, problem-solvers and community-supporters because this is what it takes to move an individual, a family and a community forward. We are united for change. We LIVE UNITED.

COORDINATORS MATTER

Being an Employee Campaign Coordinator is crucial to the success of United Way. Without you, we could not fund the programs that provide needed services in our community. Thank you!

Being a coordinator means spending time distributing materials, organizing events and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits:

• Become more connected to the people in your company.
• Strengthen relationships with your co-workers.
• Demonstrate your leadership skills.
• Network with others through United Way training and events.
• Have fun!

Whether this is your first time as a coordinator or you have coordinated your campaign multiple times, this guidebook will help you get the most out of your campaign.
DEVELOP A PLAN

Be Prepared

Develop a plan of action that ensures all co-workers are educated about what United Way does and are asked to give. The plan should include obtainable goals for your workplace to achieve and to measure the success of your efforts.

• Understand Your Untapped Potential

Work with United Way staff person to determine areas where improvement is possible in your workplace campaign.

• Set a Goal

Set a dollar amount goal by reviewing last year’s average gift and set a realistic monetary goal. Increasing participation will help you reach the monetary goal.

• Set a Goal of 100 Percent Ask

Make sure that everyone receives a pledge form. The most effective way is through distribution of pledge forms and brochures during United Way presentations at staff meetings. Contact your United Way staff person to have your pledge form personalized.

• Set a Goal of 100 Percent Pledge Form Distribution

This ensures that everyone has at least CONSIDERED a gift to United Way and made a decision. It does not mean that they should be forced to give. Set a deadline for forms to be returned by those who want to participate.

• Establish Campaign Dates and Develop a Realistic Plan to Achieve Your Goals

While the period of direct solicitation within your workplace should typically take one week for solicitation and one week for follow up, the campaign doesn’t just “happen.” Choose which of the best practices and “funraisers” you will employ and prepare for them. Schedule United Way presentations in advance and plan the publicity efforts that will surround your campaign.

We have included an example of a campaign timeline on the next page to help you get started.
Campaign Timeline

8 - 6 WEEKS BEFORE KICKOFF
• Meet with and obtain CEO commitment for your upcoming campaign. Schedule campaign dates on your CEO’s calendar. Limit your actual campaign to two weeks or one payroll period.
• Obtain pledge forms. If using an online payroll deduction form, update the form to reflect the latest United Way information and donation choices.
• Solicit incentive items.

6 - 4 WEEKS BEFORE KICKOFF
• Establish a campaign committee representative for each department within your company.
• Contact a United Way representative and discuss ways he/she can help, request campaign materials.
• Schedule company meetings.

4 - 3 WEEKS BEFORE KICKOFF
• Ask your CEO to issue a letter to employees announcing campaign dates and details.
• Notify all department supervisors of campaign dates and ask for their support in having employees attend campaign meetings.
• Review previous year’s campaign and decide what ideas to repeat and which to re-evaluate.
• Establish a campaign timeline so everyone is on the same page.

2 -1 WEEKS BEFORE KICKOFF
• Hold company Leadership Giving and supervisor meetings prior to employee meeting.
• Work with United Way to arrange United Way speakers.
• Promote the campaign by hanging posters on bulletin boards, issuing e-mails and distributing flyers. Include a campaign stuffer with one or two paychecks or employee mailings leading up to the campaign.
• Publish information about the upcoming campaign and incentives in company newsletter.
• Post a friendly e-mail message to everyone alerting them to the upcoming campaign.
• Purchase/order refreshments in preparation for your kickoff.

WEEK OF CAMPAIGN KICKOFF
• Hold an organization-wide event to build enthusiasm and start the campaign.
• Distribute personalized pledge forms or begin online sign-up.
• PTrack results daily using a website, email, printed posters as suitable.
• Make sure to follow-up with past contributors who have not yet responded.
• Schedule company activities to promote awareness and excitement of campaign.
• Display your support and excitement of the campaign by the committee wearing United Way or LIVE UNITED T-shirts.

1- 2 WEEK(S) POST CAMPAIGN
• Tally final campaign results.
• Meet with your CEO and report results.
• Announce final report to employees and thank them for their support.
• Conduct final meeting with campaign committee and choose a chairperson for next year.
• Checking all pledge forms making sure that any write-ins include a federal tax ID number.
Sample Vendor Letter

Dear (Vendor),

I am writing to local businesses that our organization and employees utilize seeking donations for our upcoming United Way of Idaho Falls & Bonneville County Community Fund campaign.

We will soon begin our fundraising campaign to help local children, families and individuals across Bonneville, Clark, Fremont, Jefferson, Lemhi, Madison and Teton counties, and we would appreciate it if your organization would make a donation to our campaign. Your company's name and contribution will appear in all event publicity, creating an easy way to market yourself to others at our organization. A contribution is a great way to show your support for your community and will also be an added incentive for employees to contribute.

I will contact you next week to discuss how we can work together and to answer any questions you may have. Thank you for your time and consideration.

Kind Regards,

Mary Smith, President & CEO

Sample Kickoff Letter to Employees from the Boss

Dear (EMPLOYEE NAME):

During the coming weeks, (WE OR COMPANY NAME) will conduct our annual fundraising campaign to support United Way of Idaho Falls and Bonneville County and our community. By making a gift to United Way, you change lives and touch thousands of people in Bonneville, Clark, Fremont, Jefferson, Lemhi, Madison and Teton counties. I wholeheartedly endorse the campaign.

The goal is to move the needle on the most pressing issues in the areas of health, education and financial stability that are facing our community. At the same time, the organization remains committed to basic needs services to ensure individuals and families have a place to turn to in urgent situations.

As a community, we have a chance to help change our community when we raise our hands and support United Way. I believe that when we each do our part, we can make our communities and our region better places to live, work and raise families. This is how we improve our community. This is how we LIVE UNITED.

Please consider a gift to United Way. It’s a gift that will help change lives.
SAY 'THANK YOU'

Saying “thank you” may be the most important element in maintaining the long-term support you’ve worked so hard to achieve. While United Way has a number of ways in which we thank donors, we would like your help to thank donors internally for their participation. Just a small token of appreciation is often enough to convey the message. Here are some ideas:

- Hold a special employee meeting to announce and celebrate your results, ask the CEO to send a letter to all givers, and blanket bulletin boards, lunchroom and employee communications with messages of appreciation.
- Print half-sheet thank you’s on colored paper with the United Way logo and your thank you message. Post them on the cubicles of those who pledged, recognizing them for their generosity.
- Late afternoon reception with snacks for all those who gave.
- Thank your committee members with a special meeting, individual thank you notes or a special note from the CEO.

Sample Letter: Thank You Letter at Campaign’s Conclusion

Dear Employees:

On behalf of United Way of the Idaho Falls & Bonneville County, I extend a heartfelt thanks to each of you for contributing to this community effort. Because of your involvement and support, this year we raised ($__________) for United Way. That is a (___ PERCENT) gain over last year’s contributions. You really stepped up and delivered.

By donating a small portion of your earnings, you have made a huge impact. Your dollars will help our community move the needle in health, education, income and basic needs.

Thank you again for your donation and your continued community support. We will keep you posted on the United Way success stories that you helped create. Thank you.
Campaign Kickoff Celebration Ideas

- Incorporating special events and speakers at your kickoff meeting will help energize your staff and build awareness of your United Way campaign.
- Be creative. And have fun!

Chocolate Kick Off Rally
- Excite their “sweet tooth” when kicking off your campaign. Print gold paper candy bar wrappers with the employee giving theme. Put the wrappers on chocolate bars and distribute at your kickoff.

Life is Not a Spectator Sport — Go the Distance
1. At the start of the campaign, hold a kickoff meeting explaining “touchdowns” (accomplishments of previous years), “penalties and receptions” (areas needing improvement), and “huddles” (ideas for the coming campaign).
2. To launch the campaign, hold a tailgate party in the parking lot or at a park. Arrange to have the party at the same time as a local softball game and cheer on your home team.
3. Throughout the campaign, hold sport-themed fundraisers such as a slam dunk/shootout contest, volleyball tournament, football toss, etc. Sports tickets make great prizes!

Special Event Ideas

Special events are your opportunity to add a little something extra to the campaign. Not only do they raise extra funding for United Way, but they can be instrumental in team development and great for company spirit. Use this as an opportunity to further educate your employees about United Way and most importantly, have FUN! Remember, not every special event has to be elaborate.
- Events should be strategically scheduled throughout the campaign to be most successful. Make it easy for employees to participate.
- Secure the support of upper management.
- Involve a team in the planning and implementation process.
- Remember, when planning special events, please stress that the support for the event is in addition to the individual campaign pledge.
Little or No Cost Events

**Desert Cart/Bakery Cart**
Wheel a cart of bagels, doughnuts, danishes, cookies, brownies etc. through the office, collecting United Way donations in exchange for the goodies. Everyone wants something sweet after lunch.

**Craft and Bake Sales**
This popular activity gives everyone a chance to share their hobbies and special baking talents. All items are donated, and sales go to the campaign.

**Chili Cook-Off Contest***
Employees cook their favorite recipe and enter into a cook-off contest. A panel of “chili experts” selects the Official Chili Champion. Talk to a hotel representative about donating a weekend stay at their hotel for the winner.

**Balloon Pop**
Employees donate prizes for this event—a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay $1-$5 to buy a balloon and pop it to find out what prize they've won.

**Department Penny Wars**
Each department is designated a jar. Employees are encouraged to fill their own department’s jar with pennies, each equaling one point. Opposing departments may then add other coins to their jars that are equal to their value but in the negative (for example, a dime is minus 10 points). The department with the most positive points at the end of the week is awarded a prize.

**Employee Cookbook**
Collect and group recipes into a customized cookbook. Employees’ children create illustrations for the cookbook, including the cover. If possible, print and bind books by a local business, pro bono. You set the price.

**Employee Raffle***
Ask employees to contribute something special for a raffle prize:
- Homemade pies
- One-day vacation
- Lunch with a co-worker
- Prizes donated by vendors
- Car wash
- Tickets to a special event
- Employee Parking Spot
Employees make contributions using pledge forms. Employees turning in pledge forms early receive three raffle tickets. Employees turning in pledge forms after the “early” date, but before the campaign’s final event, receive one raffle ticket. Employees who make a certain dollar pledge receive two additional raffle tickets.

**Pumpkin Carving/Decorating Contest**
Plan a Halloween theme and hold a pumpkin carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins for their families, their staff or to use in the contest. Employees enter carved or decorated pumpkins individually or by group. Charge $5 to enter and $1 to vote. Award prizes in various categories. Examples:
- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

* = Annual Favorite!
Little or No Cost Events

Silent Auction
Gather gift items and create bid sheets, being certain to provide a minimum bid for each item. Put together a book that shows all items so that everyone is able to see the items available. Tap into employees’ talents and resources for themed baskets.

Flowers
Work with a local florist to donate flowers that employees buy for $2 to send to co-workers or bring home for a special someone. For a special touch, have a couple of employees deliver the flowers in tuxedos.

Tricycle Races*
Create teams with three or four riders. Teams are named and publicized in advance allowing employees to make pledges or bets on the winning team. Team members ride large tricycles (rent or arrange to borrow from a cooperating store) along a predetermined course through the office or outside. Have the course marked with signs or tape on the floor. Fans are able to watch and cheer. The race is designed as a relay. Team members pass off a flag, pinwheel, teddy bear or similar item to their succeeding team member. Remember to take pictures for the company newsletter.

Spelling Bee
Hold an event during staff meetings or lunch. Contestants pay a $5 entry fee. Gallery observers place $1 wagers on their favorite participants. The winner walks away with the coveted “Who Needs Spell Check” award.

Talent Show
Put on a talent show during lunch time. Have contestants pay a $5 entry fee. Observers pay $1 to attend the show. Make sure to have a panel of judges.

Pie in the Face
Employee pays $5 for a pie to be thrown in the face of the Executive of their choice.

Name that Tune
Employees pay $5 to participate. Contestants then go up against each other to test their knowledge of songs.

Walking Taco
Set up a cart with taco ingredients and have an employee push it around during lunch time for people to purchase and make their own tacos. Or, use a bag of Fritos and place meat and topping in the bag. Great for people that don’t have a long lunch break.

Sports Team Day
Have employees pay $1 (your choice) to be able to wear their favorite sports team apparel.

Jeans Day*
Have employees pay $1 (your choice) to be able to wear jeans to work for one day. Pay $5 if they want to wear jeans for a week.

Push Up Contest
Ever want to find out who is the strongest person in the office? Contestants pay a $5 entry is fee. Observers pay $1 to wager on who they think will do the most push ups.

Jump Rope Contest
Contestants pay a $5 entry fee. Observers pay $1 to wager on who they think will jump rope for the longest amount of time.

* = Annual Favorite!
Major Events

Flashback Carnival
Invite employees to an old-fashioned carnival, complete with cake walks, bake sale, bubble blowing and 50 cent hotdogs. Hold a hula-hoop contest and hoop shoot to really give it that flashback flavor. Set up a dunk tank with all your dunkable executives (charge $3 for three balls). Throw pies at all your favorite executives. Bean bag toss, $1 for 3 throws. Charge participants a fee to enter the contests.

CEO/Executive Car Wash*
Employees donate $5 to have their car washed at high noon by the “boss” in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for pictures of the employee and the boss washing their car.

Pot Luck Luncheon
Participating employees bring a hot-dish, appetizer, salad, side, dessert, etc. to be shared. Paper products are also needed. There is no sign up for this event. Items brought are completely random. Employees pay $5 to fill their plate and sample everything in the room.

Casino Night
What are the ingredients for a successful Casino Night?
• Blackjack tables
• A Roulette wheel
• A Poker table
• One Bingo table
• Food and drinks
Invite employees and their families. Local businesses can donate prizes and items for winners. Many party rental stores have gaming tables that give casino night a real Vegas-like experience.

International Food Day
Employees team together to create tasty treats from around the world. Employees decorate their own booths/tables and dress in appropriate costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. A panel of “celebrity” judges awards prizes.

* = Annual Favorite!
Thank you for helping children and people in the Idaho Falls region through United Way.

Call In Well
Use this coupon and take a day off.
It’s a small way of saying thanks for your donation.
Thank you for helping children and people in the Idaho Falls region through United Way.

**In @ 10**

Use this coupon and come to work a littler later! It’s a small way of saying thanks for your donation.
Thank you for helping children and people in the Idaho Falls region through United Way.

Flee @ 3
Use this coupon and get off work early.
It’s a small way of saying thanks for your donation.
THANK YOU FOR JOINING THE FIGHT AGAINST POVERTY
LIVE UNITED®

United Way
Of Idaho Falls & Bonneville County