

Creative Fundraising Ideas

You know your organization best. Consider how best to use incentives. Use them if you reach a participation goal, if people turn their pledge card on the first day, to promote leadership giving or use them to raise additional dollars on top of the campaign. These ideas can be drawings or raffle items; you decide what will work best.

Popular Incentives

Popular FREE Incentives

- Sporting event tickets
- Concert tickets
- Gift certificates
- Movie passes
- T-shirts/company logo gear
- Prime parking space
- CEO hand delivers coffee to everyone
- Early dismissal on Friday
- Extra vacation day/your birthday off
- Jeans day/dress down day

Popular Promotion Ideas

- Hang posters throughout your building
- Send out e-mail announcements
- Place a treat and factoid about United Way on everyone's desk the day of the Kick-off
- Volunteering together is a great team-building experience

Additional Low or No-Cost Incentives & Special Event

- Perpetual Trophy – awarded to branch / department with the highest % participation (on-going award year after year)
- Baby or pet picture match game
- Potluck BBQ (you can turn this into “buy the recipe special event”)
- Bakery Cart or Bake Sale
- Boss cooks for everyone
- CEO washes a lucky winner's car
- Chili cook-off
- Guess how many: jelly beans, M&M's, or candy in a jar
- United Way trivia game
- Office Olympics
- Office scavenger hunt
- Executive / management staff talent contest
- Send a sing-a-gram – someone in your office has an amazing voice to share
- Switch job duties for X amount of time (CEO answers phones, Principal takes over a classroom, etc.)
- Ice cream social

United Way Partner Agencies

Alabama Kidney Foundation
 Alabama Non-Violent Offenders Organization
 American Red Cross of North Alabama
 The Arc of Madison County
 Big Brothers Big Sisters of North Alabama
 Boys & Girls Clubs of North Alabama
 The Care Center
 CASA of Madison County
 (Care Assurance System for the Aging and Homebound)
 Catholic Center of Concern
 Christmas Charities Year-Round
 Community Free Dental Clinic
 Crisis Services of North Alabama
 Family Services Center
 Girls Inc.
 Harris Home for Children
 HEALS, Inc.
 Heart of the Valley YMCA
 Impact Alabama
 Manna House
 National Children's Advocacy Center
 New Hope Children's Clinic
 The Pathfinder
 Phoenix
 The Salvation Army
 Still Serving Veterans
 United Cerebral Palsy of Huntsville/TN Valley
 Village of Promise

Together we find solutions to make our community a better place to live and work. By coordinating your employee campaign, you, along with United Way, are part of the **CARING FORCE** . . . changing challenges into **SOLUTIONS** . . . **TRANSFORMING LIVES!**

Thank You!

Successful employee campaigns are very important to United Way. By establishing a **FUN, EXCITING** and **CREATIVE** campaign, you are helping to change the community for the better. Every person involved and every dollar raised through your campaign is another **POSITIVE** step for the entire Madison County area.

You are not only helping United Way build **STRONGER COMMUNITIES**, you are also reinforcing your own organization with team-building activities that will create a better work environment.

With a great United Way Campaign, **EVERYONE WINS!**

Thank you for supporting our community through United Way!



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YOU

Have the POWER to CHANGE LIVES!
Come Join Us!

Campaign Guide

United Way of Madison County
 uwmadisoncounty.org



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The Importance of Supporting the Community through United Way

- United Way is the **ONLY** non-profit organization that embodies **27 health and human service agencies with 35 programs**.
- One of the nation's top rated non-profit organizations, the United Way concept has been alive for over **132 years**.
- United Way of Madison County has been **TRANSFORMING LIVES** in our community for over **76 years**. All decisions concerning where the dollars go are made by volunteers.
- Volunteer Community Impact Teams spend months reviewing, analyzing and evaluating programs, identifying the most critical issues and ensuring there is no duplication, allowing your donation to work most effectively in our community.

Meet Your Loaned Executive

Your Loaned Executive is a great resource for best practices and ideas to make your campaign fun. A brief meeting with him or her will prepare you for your campaign role. You will review campaign data, discuss a plan of action and develop a timeline to complete your campaign.

2 Develop Effective Marketing Plan

1. Use United Way pledge forms
 - **Payroll Deduction** ~ The **BEST** way to give
 - Check • Cash • Credit Card • Planned Giving
2. Promote Leadership Giving (\$1,000 + may be combined with spouse)

Levels of Investment Leadership Giving

Alexis de Tocqueville Society \$ 10,000 & above

The Feather Society

Platinum Feather Level	\$ 5,000 ~ \$ 9,999
Gold Feather Level	\$ 3,500 ~ \$ 4,999
Silver Feather Level	\$ 2,000 ~ \$ 3,499
Red Feather Level	\$ 1,000 ~ \$ 1,999

3. Hold a kick-off event to promote your campaign and increase enthusiasm
4. Conduct individual employee meetings for all shifts/locations to ensure all employees have an opportunity to attend a rally. Meetings can work in conjunction with already scheduled staff or safety meetings
5. Send frequent email messages to encourage and promote employee participation as well as report progress throughout the campaign
6. Display United Way posters or design custom posters
7. Utilize games and contests

3 Campaigning to "Potential"

Make it very simple for each employee and CEO to understand what the goal means to them.

United Way bases "POTENTIAL", what is POSSIBLE, on:

of employees X 12 months X average wage

*From Madison County Chamber of Commerce:
The average wage in Hsv./Mad. Co. is \$29*

Potential = 100 emp. X 12 months X \$29 / hour = \$34,800

BREAK IT DOWN TO INDIVIDUAL TERMS:

How much would each of the 100 employees have to contribute to raise \$34,800

$\$34,800 / 100 = \underline{\$348}$

Breaking it down even further:

The ABC Company pays employees 26 times per year.
\$348 / 26 pay periods = **\$13.38** per paycheck

Let's say an employee buys (2) Starbucks Grandes per pay period.
\$5 per coffee X 3 days = \$15

For a little less than 3 Starbucks Grandes per pay period employees can give to United Way and

CREATE POSITIVE CHANGE!

4 Make "The Ask"

Fundamentals

1. Personally give before you ask others to give
2. Ask for fellow co-workers to increase their gift
3. Make sure to invite ALL employees, all shifts, all locations
4. Incorporate retiree groups into the campaign
5. Collect investment forms at the end of rally
6. Ask all employees to turn in pledge form to ensure accountability

Guidelines

1. Provide all employees with Partner Agency & Resource Directory
2. Encourage payroll deduction

Incentives and Competition

1. Create friendly competition between departments or other locations
2. Offer incentives based on timely return of pledge forms, participation and/or specific giving levels

Directing Your Dollars

When you give to United Way, your dollars go to the **Community Impact Fund** that is distributed to our 3 FOCUS Areas:

- Health
- Financial Stability
- Education

Designations

United Way honors the donor's designation request to:

- A specific United Way Agency
- Any United Way worldwide
- Any 501(c)3 including: Health & Human, Animal, Arts & Environmental

5 Final Results & Thank You's

Campaign Wrap-Up

1. Conduct make-up presentations to ensure every employee has been included and returns a pledge form
2. Calculate results and fill out Campaign Envelope
3. Submit final results to United Way

Appreciation & Recognition Program

After a successful campaign, it is very important to say "THANK YOU" to all employees who helped make the campaign a success. People want to feel appreciated when they have done something positive. Helping the community by giving to United Way is no exception. The more personal the thank you, the more it is appreciated.

1. Hold an event to thank employees and announce results
2. Thank employees in a newsletter and/or a personal letter
3. Distribute incentives: pens, hats, t-shirts, etc.
4. Recognize Leadership Givers
5. Give special recognition to Campaign Committee volunteers

The Volunteer Center

The Volunteer Center of Madison County is a web-based application that allows citizens of Madison County the opportunity to connect to quality volunteer opportunities. The database has over 170 organizations and endless volunteer and teambuilding opportunities.

Log on today to find the perfect project for you!

www.thevolunteercentermc.org

United Way at Work

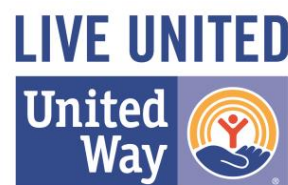
United Way at Work is a year-round program that educates and builds awareness among employees about the wide-range of programs provided by United Way Partner Agencies, community needs and volunteer opportunities. United Way at Work complements the company's human resources or wellness/safety efforts by providing health fairs or "lunch & learn" programs. For more information call (256) 518-8210.

Campaign Timeline

	Notes
<input type="checkbox"/> Obtain support from CEO	_____
<input type="checkbox"/> Attend United Way Training Workshop	_____
<input type="checkbox"/> Meet with United Way Loaned Executive	_____
<input type="checkbox"/> Develop marketing plan	_____
<input type="checkbox"/> Set Campaign Dates (no longer than 2 weeks)	_____
<input type="checkbox"/> Train & empower campaign committee (Include members from all shifts)	_____
<input type="checkbox"/> Set Challenging Goal: one hour's pay/month for hourly, 1% for salaried employees	_____
<input type="checkbox"/> Establish giving levels with incentives	_____
<input type="checkbox"/> Develop Leadership Giving Program	_____
<input type="checkbox"/> Develop Leadership Giving Program	_____
<input type="checkbox"/> Secure a Corporate Match	_____
<input type="checkbox"/> Plan Kick-off	_____
<input type="checkbox"/> Schedule employee group meetings to include ALL employees and shifts and locations	_____
<input type="checkbox"/> Arrange Agency Speakers / Tours	_____
<input type="checkbox"/> Develop a "Thank you" Campaign	_____

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