WINNING IDEAS FOR SUCCESSFUL CAMPAIGNS.

Engage
Make giving personal and meaningful.
- **Be the first to pledge.** Then, thank those that follow your example.
- **Make it relevant.** Ask people about how much they spend on coffee or other small items per week. Would they be willing to donate that money to the campaign?
- **Invite questions.** Be prepared for concerns by being knowledgeable about UWNYC’s work.

Communicate
Decide how often and what type of communications to send to your co-workers
- **Make everything visible.** Include campaign information in your newsletter or daily emails. Use UWNYC posters, table tents, digital banners, memes and other fun and informative campaign materials in key meeting areas, on social media, digital boards and your company website; link to unitedwaynyc.org
- **Mobile-enable your campaign.** Use QR codes on all communications to direct employees to your online giving site. Implement a year-round communications plan that shares the impact of UWNYC invested dollars at work in your community and use your intranet to share videos and photos from your campaign.
- **Send a CEO communication.** Have your CEO to send a message to everyone who participates in your campaign. Whether it’s an email, intranet announcement or keepsake letter, the CEO’s support can be key to success.

Motivate
Create specific events that inspire action.
- **Make challenges achievable.** Asking people to give $2 per week sounds easier than $100/year.
- **Hold an auction.** Whether it’s online, silent or traditional, ask employees, customers and vendors to donate items and invite everyone to bid.
- **Create a competition.** Whether it’s between departments or floors, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.

Ask
“Not being asked” is one of the top reasons for not giving. Personal contact and a positive attitude are critical to your campaign.
- **Ask co-workers you know first.** Then, enlist them to spread the news.
- **Start off with people who already give.** Their participation will build momentum.
- **Encourage payroll deduction.** It’s easier to give smaller amounts consistently.

Thank
Recognize everyone’s contributions to the campaign, not just their donations.
- **You can’t thank them enough.** Say “thank you” when you pick up pledge cards and send out thank you emails.
- **Hold a thank you event.** This can be part of another company gathering or an event on its own. Either way, this is a great opportunity to honor participants.
- **Give certificates of appreciation.** Your AE can provide you with certificates that employees can display in their workspaces.