

# CAMPAIGN FLIPBOOK

*Crush your campaign!*

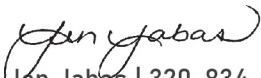
United Way of Douglas  
& Pope Counties



# WE THINK YOU'RE AMAZING!

Thank you for being a hand-raiser and game changer- driven to make our community stronger. Whether you're a longtime supporter or a newbie to the campaign this flipbook is designed to make running a campaign as easy and effective as possible. You are a critical link between United Way and the employees that help us make Douglas & Pope Counties stronger!

Don't hesitate to reach out to us!



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# 11 STEPS

## FOR A SUCCESSFUL CAMPAIGN!

1. Get Started Early
2. Obtain CEO/Management Involvement
3. Build a Strong Campaign Committee
4. Develop a Plan & Set a Goal!
5. Build Momentum Leading up to the Campaign
6. Launch the Campaign
7. Use Incentives & Fun Ideas to Encourage Participation
8. Make the Ask
9. Say Thank You!
10. Evaluate Your Efforts
11. Communicate All Year Long

Resources at [www.uwdp.org](http://www.uwdp.org) > Campaign > Tool Kit



# THE 20 MINUTE AGENDA FOR YOUR CAMPAIGN PRESENTATION

**2 Minutes** Employee Campaign Manager, CEO or high-level executive welcomes everyone, affirms company support and gives a high-level overview on United Way.

**3 Minutes** Show current United Way Campaign video. Located on our website ([www.uwdp.org/toolkit](http://www.uwdp.org/toolkit)) or our YouTube page.

**3 Minutes** Employee Campaign Manager gives an overview of United Way's key facts, dollar statements.

**10 Minutes** An agency speaker describes how United Way helps real people. He or she tells emotional stories that show how employee contributions are touching lives right here in Douglas & Pope Counties. (and/or) A fellow employee shares a personal experience involving a United Way program. People are more willing to give when they meet someone who has been affected by United Way.

**2 Minutes** Employee Campaign Manager wraps up the meeting:

- Answers Questions
- Tells people when and where to return pledge cards
- Announces Incentives
- Thanks Everyone



# CAMPAIGN FUN!

## FOOD

Offer meals! Get Corporate to host a free kick-off breakfast to start the campaign! Walking Taco Tuesday for \$5 per person or a Chili Cook-off \$5 for all you can eat! \$1 to cast your vote for the best. Or host a bake sale with a free coffee bar!

## COMPETITION

Create some camaraderie around your campaign! Try Office Olympics with a putting contests or a bean bags tournament, draw team members to play a game of Egg Russian Roulette. Try tug-of-war, Minute to Win It games or lunch room Bingo with proceeds going to United Way!

LGC created a crazy traveling trophy  
their Annual Chili Cook-Off.

Massman has management compete in penny wars. Loser must kiss a goat!

# CAMPAIGN FUN

## FUNDRAISER

**Jeans Day:** Pay \$5 to wear jeans on Friday for the month! **Silent Auction:** Auction off homemade pies, canned goods or tasks - (like starting and scraping cars in the winter!) **Key Box:** Borrow our key box and lock a prize inside. Sell keys for \$5. Designate a time for everyone to try their key. The key that opens the box takes home the prize!

## DEPARTMENT CHALLENGES

Each department has a penny jar. All monies are worth their value in points. Silver coins are negative points. Pennies and dollars are positive points. The goal of the War is to end the week with the highest number of points! Winner gets a pizza party OR most dollars raised department manager has to kiss a goat!

# INCENTIVES

## CORPORATE GIFTS

### Drawings & Prizes

Gather a number of prizes of varying values. Based on participation you may be entered for prize drawings.

### Additional Ideas

- EVERY employee who attends a meeting gets their name in a drawing for \$50 gift certificate.
- Everyone who turns in a pledge form gets in a drawing for 1 day paid vacation.
- Consider offering a match up to a certain amount!
- VIP Parking. 12 People are drawn with winners receiving 1 Month of parking in a reserved, coveted parking spot.
- Priority seating at company event for themselves and a number of choice colleagues.



# COMMUNICATE

ALL YEAR LONG!

- Subscribe to our email list!
- Print out our newsletter and event flyers and hang them up in your breakroom!
- Encourage your team to attend or volunteer at one of our fundraising events!
- Put together a team volunteering opportunity with us!
- Follow us on Facebook and Instagram  
@unitedwaydouglasspope





# DOLLAR STATEMENTS

YOUR DOLLAR MAKES A DIFFERENCE!

**99 Cents** of every dollar stays here, in Douglas and Pope Counties.

**\$5** Provides a bag of food to a hungry student for the weekend.

**\$10** Per pay period sends 12 kids back to school with new backpacks full of needed school supplies!

**\$20** Provides food to a local family each month.

**Thank you! EVERY DOLLAR** positively impacts the lives of people who live in our community!

