

CAMPAIGN GUIDE

Tips for running a successful United Way campaign

CONGRATULATIONS

and Welcome to United Way!

- Have you ever wished you could help an older adult have a full life?
- Have you ever wished you could change the course of a child's life?
- Have you ever wished you had more time to give back to your community?

Your wish just came true?

You are now part of a group of caring individuals who positively impact thousands of people in need throughout our community.

How are you going to be able to make a positive impact?

By asking one simple question, "Will you please consider giving to United Way?" The number one reason people mention for not giving to the United Way is that they are not asked. This puts you in an extremely important position as the Employee Campaign Coordinator for your organization.

Since 1930, United Way of Central Jersey has been in the business of improving lives in our community. By identifying and addressing critical needs, United Way programs help your friends and neighbors.

The resources and tips provided in this guide will help you plan an enjoyable, meaningful and efficient campaign. Please feel free to customize these ideas to meet your organization's needs or interests.

We want you to have a successful campaign and we are here to help! If you have any questions, please call United Way at 732-247-3727.

Thank you for helping us continue to help others!

Sincerely,

Gloria Aftanski
President
United Way of Central Jersey

Joseph P. Nirschl, Ph.D.
Chair, Chief Volunteer Officer
United Way of Central Jersey

Why United Way?

United Way makes a difference in our community. Contributions are working year-round building a brighter future for our children, enriching the lives of our elderly, giving hope to those who are hurting, strengthening families and so much more. By contributing to United Way you are making a commitment to care about the lives of our family, friends and neighbors.

United Way works because it is:

LOCAL

Your donation works here in our community helping your friends and neighbors each year, making United Way the best way to help the most people.

EFFICIENT

Through the extensive use of community volunteers, a small staff and a commitment to this community, United Way is able to maintain a low overhead. United Way is the most efficient way to help the most people.

ACCOUNTABLE

Trained volunteers review agency programs and budgets. United Way makes sure your gift supports programs that have proven they are making a difference in our community, making United Way the smartest way to help the most people.

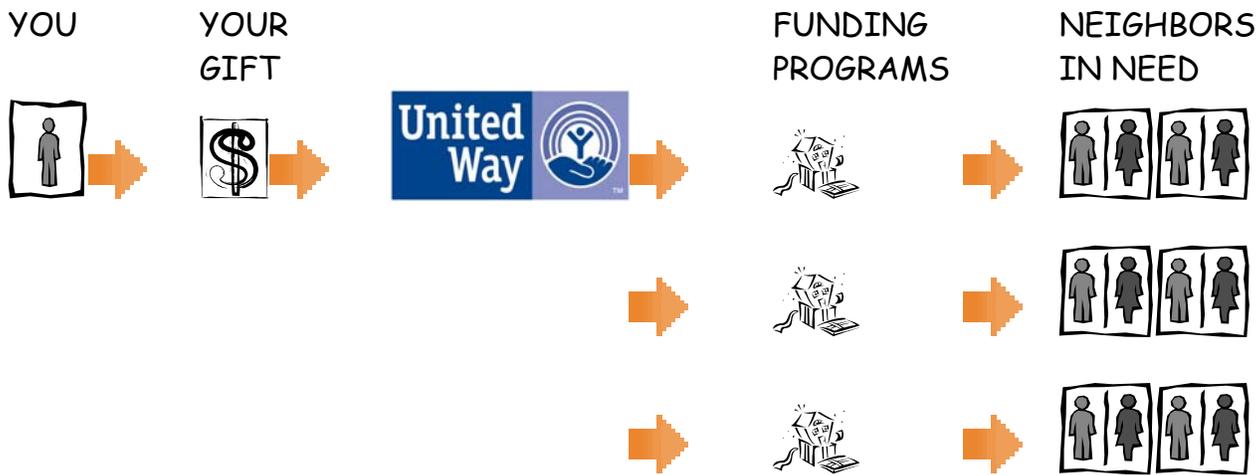
EXPERT

United Way is a proven organized system that continuously evaluates our community's diverse needs and directs funds to those areas that will have the most positive impact in our community, making United Way the expert in helping the most people.

MISSION STATEMENT:

The United Way of Central Jersey works to establish a better community environment by providing leadership in identifying and prioritizing community needs and raising funds to support approaches that improve human well-being and alleviate human suffering.

How Does United Way Work?



1. You contribute time, treasure and talent to United Way
2. Trained United Way volunteers study research and local programs in the community to determine where the money is needed and can do the most good.
3. United Way combines your gift with the gifts of your friends and neighbors, foundation and government grants to distribute to the community.
4. Volunteers assess programs, allocate funds and monitor progress during the year.
5. Changes in the underlying causes of community problems make a difference in the lives of those less fortunate and our community becomes stronger.

What Matters: Results!

When you give to the United Way you support specific programs with measurable results - not to Agencies for them to spend at their discretion. Knowledgeable, trained volunteers carefully identify the most critical needs in our community. They distribute funds to the programs and services that address the root causes of those needs in our area. United Way programs are not just "stop-gap" measures but ultimately preventive ones that create real and lasting change.

However, if the donor has a specific interest we will honor designations to our service areas:

HELPING CHILDREN SUCCEED
 FOSTERING SELF-SUFFICIENCY
 CARING FOR SENIORS AND PEOPLE WITH DISABILITIES
 ACCESSING HEALTHCARE

Or, you may designate to individual United Way agencies.

What does an Employee Campaign Coordinator Do?

JOB DESCRIPTION

TITLE: Employee Campaign Coordinator (ECC)

OBJECTIVE: Enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

REPORT TO: Your CEO

RESPONSIBILITIES:

- Work closely with your CEO and United Way Staff Representative to develop an effective campaign plan, including dates, goals, etc.
- Recruit and coordinate a team of volunteers to assist you.
- Request speakers and tours from United Way.
- Coordinate the distribution of campaign materials.
- Coordinate your company or organization's kick-off and recognition events.
- Promote the campaign throughout your company.
- Encourage Leadership giving in your campaign.
- Educate your co-workers about United Way.
- Invite everyone to give. Make a gift yourself.
- Make your company campaign fun!
- Complete your campaign by giving a final report and pledge forms to your United Way staff representative.
- Thank donors and volunteers.
- Evaluate and make recommendations for next year. Don't forget to keep a folder for next year's campaign. You will be glad you did.
- Establish year-long activities that present an opportunity for volunteer engagement in the community

EIGHT STEPS TO SUCCESS

1. GET STARTED

- Meet your United Way Staff Representative
- Learn what other organizations do
- Review United Way materials

2. KNOW YOUR ORGANIZATION

Knowing your organization's United Way history gives you a place to begin.

- Talk to last year's Employee Campaign Coordinator (ECC). Find out what worked and what did not work in your organization.
- Work with your CEO to set an aggressive campaign goal based on the number of employees you have and last year's campaign performance, e.g., increase participation, per capita giving or total contribution.

3. ENLIST SUPPORT

This job is much easier and more fun when you have some help.

Your CEO's enthusiasm can be contagious. Ask him or her to write a personal letter of support to all employees.

- Recruit a committee representing all of the departments in your organization.
- Ask your CEO to appoint next year's Employee Coordinator (ECC) to work with you.

4. DECIDE ON SOLICITATION STYLE

- Decide on the best method of approaching fellow employees—group, individuals or both.

Group Solicitation - Employees are brought together to hear the United Way message and are then asked to fill out their pledge cards at the end of the presentation. Group solicitation allows for the best use of time because employees hear a uniform message; less follow-up is required.

Individual Solicitation - This is one-on-one ask for an employee to make a gift. This style involves more employees but personalizes the campaign and affords you a greater opportunity to answer individual questions.

Both - Hold one group meeting or a series of group meetings and use the one-on-one solicitations as a means of follow-up for those who could not attend the group session.

Emphasize leadership giving (for personal gifts of \$1,000 or more): Hold a separate group meeting for all management and professional employees to be asked prior to the employee campaign to set the pace. If this is your first campaign ask your United Way representative for some extra assistance with this group meeting.

5. PROMOTE YOUR CAMPAIGN

By promoting your campaign you will be encouraging others to get involved.

- Use United Way brochures and posters to build awareness of the upcoming campaign. United Way provides these at no cost to your organization.
- Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools.
- Increase employee awareness by creating competition between departments. Prizes and incentives can also create interest.
- Other items from the United Way catalog—pens, t-shirts, etc. depending upon your budget.

6. CAMPAIGN RESOURCES AVAILABLE

Remember that your United Way of Central Jersey Resource Development representative is available to assist you with your campaign. United Way has many resources available to help you run an effective campaign. Campaign videos, speakers and agency tours are excellent ways to show how United Way dollars are working in our community and can enhance the effectiveness of your campaign needs.

Videos:

- "*Beyond the Numbers*": explains the people behind the numbers -- the results -- are much more important than the numbers themselves. This 2 ½ minute film details here very important focus areas: access to healthcare, affordable housing and early childhood development.
- "*In Focus*": This 4 ½ narrative-driven film combines stunning black and white photography with live-action footage to convey that, for United Way, it's the results that matter. The unique juxtaposition of still and moving images gives the film a compelling poignancy, while bringing into focus that United Way is committed to what matters most—getting results that shape communities and improves lives. (Spanish narration available)

Speakers: United Way of Central Jersey representatives are available to speak to employee groups at campaign meetings. Informative and educational, these speakers put faces on the statistics in 5 to 15 minute presentations. The stories they tell will help employees to understand the positive impact their gifts can have on the lives of others. Please contact your United Way staff representative to schedule speakers at least **two weeks** in advance of your meeting.

Tours: Employee groups are welcome to visit United Way affiliated agencies to see firsthand how the money they contribute is being put to use. This is especially effective in educating your Campaign Committee.

Intranet content: Descriptions of programs and stories about people served can be made available for employees to view on your intranet site.

Posters: Campaign posters are a great way to heighten awareness of United Way's community importance. Posters are available from UW CJ including thermometer-style posters to chart your company's progress toward its goal.

Annual Report and brochures: These printed materials can educate readers about the United Way goals and results achieved.

7. IMPLEMENT A CAMPAIGN PLAN

Schedule a short intensive campaign. A two-week campaign has proven to be the most effective. Short campaigns keep the momentum and enthusiasm high.

- **Make a gift yourself.** It is easier to ask to give when you are giving.
- **Use personalized pledge cards** to make sure everyone has an opportunity to contribute. Get help from data processing and department heads.
- **Conduct an employee kick-off celebration.**
- **Use the United Way campaign video** in your meetings to make employees aware of the services provided locally.
- **Make sure EVERY employee is ASKED to give.** Don't forget employees who work off-site, travel extensively, or are on alternative shifts.

8. METHOD OF CONTRIBUTING

United Way of Central Jersey has four methods of contributing:

- **Employee Payroll Deduction** - This is the most efficient way to give. Employee payroll deduction is usually initiated by the chief executive officer or business owner of a company. Payroll deduction is established by the employee's completion of the United Way pledge card. This authorizes the company Payroll Department to deduct the indicated amount, usually for each pay period of the following year, for the United Way. *Payroll deduction is the most convenient and cost-efficient method for giving. Please note that each pledge card must be signed regardless of the payment option chosen.*
- **Cash or Check Contribution** - Some employees and businesses prefer to contribute by cash or check. United Way of Central Jersey prefers that a pledge card accompany the cash or check and that the check be made payable to UW CJ. Checks should not be made payable to United Way affiliated agencies.
- **Credit Cards** - Employees can make a credit card donation on their pledge form or over the phone by calling 732-247-3727.
- **Gifts of Stock** - A gift of publicly-traded appreciated stock or mutual funds owned longer than 12 months qualifies for a charitable income deduction of the full market value of the securities. Neither the donor nor United Way are liable for any capital gain tax on the subsequent sale of the stocks or mutual funds. For more information contact the United Way of Central Jersey at 732-247-3727.

- **Estate Plans** - Employees who have named UWCJ in their will or who would like more information on including United Way in their estate plans should contact the United Way office at 732-247-3727.

9. REPORT RESULTS

It is very important to report your results to United Way as soon as possible following the completion of your campaign. Call your United Way staff representative at 732-247-3727 if you have any questions.

- Make sure all pledge cards are returned and accounted for. Turn in all payroll deduction cards to your payroll office.
- Summarize all campaign information on the Report Envelope. Enclose all cash, checks and copies of all pledge cards and designations cards.
- Complete the Leaders Report Form for all individuals who pledge \$1,000 or more. Be sure to include it in the Report Envelope.
- Call your United Way staff representative to pick up your Report Envelope.
- Report final results to your fellow employees and thank them for participating

SAMPLE MEETING AGENDA

CEO welcomes employees and endorses campaign	2 minutes
Labor Representatives endorse campaign (union companies)	
United Way speaker makes presentation	5 minutes
Employee who has benefited from or has toured a United Way agency speaks.	2 minutes
Show United Way video	6 minutes
Employee Campaign Coordinator distributes pledge forms and "asks" for the pledges.	3 minutes
Employee Campaign Coordinator collects pledge forms and thanks employees	2 minutes

	20 minutes

If you have questions
please call United Way of Central Jersey
Resource Development Department
at 732-247-3727

Community Impact Fund Activity

1. Secure ten slides, each describing a person or family in need, around the room. (Exclude the slide that says "Community Impact Fund".
2. Give a fake \$200 bill to each employee that is in the group meeting (or tape to the back of the chairs in the room).

The rules are as follows:

- Tell them that they have one \$200 bill that they can donate to one of the individuals they see on the posters.
 - They can only choose one to support and they cannot split the bill or put their bill on more than one person.
3. Once everyone has placed their bill on a poster, they can return to their seat. From here you can look at the posters and see who did or did not "receive help" based on which posters have dollar bills and those that do not.
 4. Ask a few random people in the room to share with the group
 - 1) who they chose to help and
 - 2) would they have helped them all if they could?
 5. Now hold up the "Community Impact Fund" poster and tell them that they could have helped all of them if they had given to the Community Impact Fund.
 6. Read to them the key lessons you want to point out.

Key Lessons

- Many times, people need services from more than one agency. While the battered wife may have needed a shelter to stay, she may have also needed job training, transportation, counseling for her children and childcare.
- The Community Impact Fund is the only way to support the safety net of services in our community. In this example one gift would have helped many.
- This exercise demonstrates how difficult it is to make a decision about who should receive funds. It can be difficult to know who to give your donation to. United Way has a Community Needs Committee made up of volunteers who study the needs, research the programs to meet these needs and then determine funding priorities.

By donating your United Way gift to the Community Impact Fund you have a direct impact on solving the most pressing issues in our community.

- Each of the programs the United Way funds provides outcome measurements on the impact they are having on the individuals and families they serve. We can also guarantee that these agencies' overheads are no more than 25%. United Way's overhead is 16.8%.

Sample CEO Letters

When should you use this letter? As a warm-up to the campaign

- Send to employees a week before you begin your meeting.
- Include as a payroll stuffer a week before you begin your meeting.

Dear (INSERT EMPLOYEE NAME):

Did you know that United Way funded programs helped one in five in Middlesex County and Franklin Township residents last year? The gifts made here at (INSERT COMPANY NAME) helped feed the hungry, teach children and aid seniors.

United Way is the most effective and efficient way for you to help people who truly are in need.

Did you know that hundreds of community volunteers distribute the money raised by United Way? Did you know that United Way is the leader in funding health and human service programs in our community?

This is why I support United Way and (INSERT COMPANYNAME) offers you the ease of payroll deduction to donate to the United Way.

Please take time this year to learn more about how United Way is making our community a better place to live and consider joining me and many other employees who pledge a gift.

Sincerely,
(CEO/LABOR LEADER NAME)

P.S. United Way is the best way to help the most people

When should you use this letter? As a follow-up to the campaign

- This letter should be sent to anyone who gave to United Way and to anyone volunteering time to organize the United Way campaign.

Dear (INSERT EMPLOYEE NAME)

We have just finished our United Way campaign, and I am happy to report it was our most successful ever! Because you gave generously we were able to raise \$(INSERT AMOUNT) to help our neighbors who need some assistance.

I want to thank you for your participation in this year's campaign and for showing your support for vital services in our community. I am extremely proud of you and the level of commitment shown by all of (INSERT COMPANY NAME)'S EMPLOYEES.

Again, thank you. Through your generosity you have made it possible for United Way to continue to provide necessary programs to our community.

Sincerely,
(CEO/LABOR LEADER NAME)

Sample e-mail message

The following are some suggested e-mail messages you can send to your co-workers:

ANNOUNCING THE CAMPAIGN

TO: All Staff

SUBJECT: United Way of Central Jersey Campaign

How would you like to make a difference in our community?

On (DATE), we will be kicking off (COMPANY NAME)'S (YEAR) United Way campaign. By giving to United Way you can change the world right here at home. Last year our community raised (LAST YEAR'S GOAL) to help agencies addressing some of our community's most pressing problems. This year we are going to follow that with even more success! This is a great opportunity to get involved and change a life by building the strongest community possible. I will be contacting you with more details.

Thanks in advance for your participation.

ANNOUNCING THE CAMPAIGN KICK OFF

TO: All Staff

SUBJECT: (COMPANY NAME) (YEAR) United Way Kick off

You are invited to a (EVENT NAME) as we kick off (COMPANY NAME)'s (YEAR) United Way campaign.

DATE

TIME

LOCATION

Don't miss this opportunity to hear how our contributions make it possible for United Way to help more people in more ways. Hear how United Way is local, accountable, efficient and expert with donations. We will get to hear stories of how our donations make a difference in our community. (NAME OF UNITED WAY VOLUNTEER) will be joining us to share some success stories and explain more about how United Way works. Together we can work to make a stronger community and meet the needs of those less fortunate.

What is Leadership Giving?

Leadership giving is a term United Ways use for recognizing donors who contribute \$1,000 or more annually to the campaign. For \$20 or more a week a donor is listed in the annual leaders register. Husbands and wives may combine their gifts for recognition at one of the following levels:

LEADERSHIP SOCIETY:

➤ LEADERSHIP CIRCLE MEMBER	\$1,000 - \$1,499
➤ SILVER CIRCLE MEMBER	\$1,500 - \$2,499
➤ GOLD CIRCLE MEMBER	\$2,500 - \$4,999
➤ PLATINUM CIRCLE MEMBER	\$5,000 - \$9,999
ALEXIS de TOCQUEVILLE SOCIETY	\$10,000 or more

HOW TO CONDUCT A LEADERSHIP GIVING CAMPAIGN

- Ask your CEO to serve as the leadership giving chair. He or she should participate at that level of giving.
- Work with payroll department to determine who to target for your leadership giving campaign by salary range, management level, or donors who may already be close to that giving level.
- Ask the CEO to host a breakfast or other meeting to kick off your leadership giving campaign prior to your employee campaign. Recruit additional peer volunteers to help with solicitation and follow-up.
- Send personal invitations from your CEO to the potential leadership givers. Create an agenda that follows the sample meeting agenda. However, be sure to include the following:
 - CEO explains leadership giving (\$1,000 and above) and its benefits
 - CEO gives personal endorsement of program
 - CEO asks employees to consider giving at a leadership level
 - Husbands and wives may combine their gifts of recognition (be sure to notify the United Way in those cases)
- Follow up with everyone that was invited to the leadership event.
- Report all leadership results with appropriate giving campaign to all employees.
- CEO hosts a thank you/recognition event.

Benefits for Leadership Givers:

- Local Recognition events: Theatre, Golf, and invitations to Leadership only events
- Listing (if desired) in annual Leadership Givers Directory (names only)
- Invitations to regional and national Leadership conferences, e.g., Women in Philanthropy

FUN CAMPAIGN IDEAS AND THEMES

FUN EVENTS

Casual Day
Softball/Volleyball Tournament
Golf Tournament
Bake Sale
Executive Dunk Tank
Silent Auction
Management Services Auction
Sell Popcorn and Drinks
Auction Premium Parking Space
Invite Agency Speaker to Speak During Lunch
Company Picnic/Employee Cookout
Ice Cream Social
Pizza Party
Pancake Breakfast
Beach Party
Carnival
Office Olympics
Halloween Costume Contest
United Way Trivia Contest
Baby Picture Guessing Game
Children's Drawing Contest
Company Slogan/Theme Contest
Voice Mail/E-mail Quiz
Cubicle Decorating Contest
Funniest Home Videos
Dress-up Day

INCENTIVES

Time off from Work
Casual Day
Tickets to Movie/Game
Grocery Certificates
Company T-Shirt
Flowers Each Month of the Year
"Sleep-in" Passes
Leave Work Early Passes
Airline Tickets
Trophy for Dept with Highest
Participation
Extra Half Hour for Lunch for a Week

Theme:

What Matters: Results!

Tips for Solicitation

HOW SHOULD I USE INCENTIVES?

The number of ways an incentive can be used is limitless. The important thing is to use incentives as a tool to increase participation or increase the average gift of your employees. What works in one company may not work in yours, so do whatever works for you.

STRATEGIES TO INCREASE PARTICIPATION

- Hold a drawing at the end of each employee meeting for ALL who turn in pledge cards.
- Give anyone who turns in a pledge card a ticket. When the campaign is complete, have a drawing for incentives.
- If you make the company goal—throw a party.
- Hold a drawing for all employees who go on a tour of a United Way agency.

STRATEGIES TO INCREASE THE AVERAGE GIFT

- Give the employees extra time off for increasing their gift by 5%.
- Hold a leadership giving campaign.
- Establish a company leadership level and recognize accordingly.
- Use "How Your Investment Works" information.
- Stress the ease of payroll deduction.
- Ask employees to give \$1 more a week.

AT UNITED WAY...EVERY DOLLAR COUNTS

\$1 a week provides...

- One night of shelter for a homeless adult or child
- One session of employment search and readiness skills for an at risk teen
- An after school mentoring session for an 8th grader

\$2 a week provides...

- A day of home health care for an uninsured person
- Grocery shopping for 10 homebound, frail, elderly or disabled people
- Four hours of a reading tutor for an elementary student

\$5 a week provides...

- Two weeks of summer day camp for a child who could not afford to attend
- Emergency basic necessities, such as food, clothing and furnishings for a family of 4 who were victims of fire
- 18 people with transportation to medical appointments

\$10 a week provides...

- Eight specialized medical care and therapy sessions for a person with severe physical and developmental disabilities
- One month of day care for a pre-school age child

Tips for Solicitation

1. Meet with a United Way Representative to review the details of your group meeting, including agenda, speakers—both from inside and outside your organization—and all the logistics. Be sure to include your CEO or other senior organization executive on the agenda.
2. Choose an appropriate meeting time. Publicize group meetings well in advance and send reminders to employees. Remember to use your organization's established communication channels including e-mail and voice mail.
3. Involve organized labor. Labor is a significant force in community service and their history with United Way is impressive. Union leadership should be included on the meeting agenda when appropriate.
4. Use incentives to encourage employees to get involved.

WHERE CAN I BUY INCENTIVES?

You can get most of these items by making a few phone calls. Tell the business you are doing this for your company's United Way campaign. Most will gladly donate an item to you.

- You can purchase items from the United Way catalog even if you have a small budget. United Way ships directly to you.
- United Way will supply you with lapel pins at no cost.
- Ask other employees to donate items or services to give away.

NUMBER ONE INCENTIVE:

TIME OFF!!!

Concerns and Objections

You may, on occasion, encounter people who object to contributing to United Way. Keep in mind that objections are a natural part of the campaign and offer you an opportunity to present more information.

Here are some insights into the psychology of objections and suggestions for handling them:

OBJECTIONS ARE NOT PERSONAL

Remember, they are not directed at you

OBJECTIONS ARE OFTEN BASED ON INCORRECT INFORMATION

You must try to identify the real issue

SHOW SYMPATHY

Listen carefully and show your concern. This does not mean you agree but you care about the concern

DON'T ARGUE

Instead offer information about the many ways United Way helps people or offer to discuss the issue further after the group meeting

ENCOURAGE THE OBJECTOR TO TALK

Allow the person voicing the objection the opportunity to expand on it at length. An insecure, illogical or poorly thought-out objection will fail on its own.

RELAX YOURSELF

You have ideas to present so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation

DON'T BE AFRAID TO SAY YOU DON'T KNOW

Let those with questions know you will get back to them with the answer; tell them they can call United Way at 732-247-3727 or ask them to visit our website at www.uwcj.org

Questions and Answers

➤ **How much money actually goes into servicing those in need?**

United Way of America and our community take pride in the fact that only 16.78 percent of money pledged provides year-round administration. United Way continues to be nationally recognized for its low fund-raising and administrative costs.

➤ **I've never been helped by an agency. Why should I contribute?**

While it is true many of the services provided by the United Way funded programs are for the poor, the hungry and those in need, there are the agencies that provide other necessary community services. The character-building programs of the Boy and Girl Scouts, the emergency services provided by the American Red Cross are just a few that touch a broad range of our population. There are United Way agencies and programs you may not have heard of before. What makes United Way so effective is that the clients who are served by some lesser-known programs do not fall through the cracks.

➤ **I do not like the agencies in the United Way package.**

All United Way agencies provide valuable services to the community. An agency's membership in the United Way is based on programs and services it provides and not its popularity. Trained volunteers visit and evaluate United Way agencies throughout the year, and funds are allocated based on their findings. However, if you feel strongly about a particular service area, you may designate your contribution to that area or the member agency of your choice.

➤ **Why do some agencies charge fees for their services?**

United Way agencies operate without discrimination. Many use a sliding fee scale where clients pay what they can for services they receive. By allowing clients to pay for their services the agencies are able to stretch their United Way dollars to serve more people.

➤ **Why doesn't United Way include all organizations?**

First, not all agencies want to be a part of a single, community-wide campaign. Certain organizations have policies against joining local United Way campaigns. Second, United Way standards of financial accountability and program services are high. Some agencies would like to have the United Way seal of approval but don't quite measure up.

➤ **I support a favorite charity of my own. Why give to the United Way too?**

We all have our favorite charities but the problems of our community are much larger than any one agency can handle. United Way agencies offer a broad mix of programs and services to meet the diverse needs of our total community. The United Way campaign helps keep individual agency fund-raising cost low.

How to Say "Thank You"

Thank You Cards – Use your company's campaign theme and find a creative way to deliver the cards to make a lasting impression: deliver cards with a candy kiss or balloon attached, insert cards into pay envelopes or personally hand cards to employees as they enter a thank you event.

Thank You Awards – Recognition of groups, departments, individual contributors and volunteers can take many forms: plaques, certificates, trophies or medals, paperweights, desk sets or other gift items. Consider using items from the United Way catalog. Be creative.

Thank You Events – Special events are a meaningful way to wrap up a campaign and show contributors and campaign workers that their efforts are appreciated. Consider a thank you breakfast or lunch hosted by Senior Management, victory rally, thank-a-thon personal telephone calls to contributors, ice cream social, employee barbecue or picnic. Other options include a clown-a-gram to visit the workplace and thank contributors, or hosting a Health and Human Services Fair as special thanks for helping United Way.

Thank You Gifts – The best advice is to keep things simple as you let donors know that their contributions are appreciated.

- Campaign theme pins, key chains, pens mugs.
- Gift certificates from the company store or a local business.
- Candy or baked goods.
- Flowers, buttons, ribbons.
- Poster with a thank-you message.
- Calendars.

When considering incentives and thank you gifts, be creative: gift certificates from area businesses or restaurants; use of a prime parking space; time off with pay; candy, flowers, plants.

Public Thank You – A public thank you is often more economical and lets your employees know, as a group, that their contributions are appreciated.

- Place a banner in a high-visibility area.
- Provide a popcorn cart in the lobby or cafeteria and offer free popcorn.
- Offer free coffee or donuts at the start of the workday.
- Display a giant thank you card signed by United Way staff and agency representatives.
- Publish a special thank you edition of your company newsletter.
- Display an enlarged copy of a thank you letter from you as campaign coordinator.
- Host a United Way photo exhibit with a special thank you message.

Thank You Letters

United Way has samples of thank you letters you might find useful (see the example following), or feel free to create your own. These letters may be distributed by the chief executive officer or campaign coordinator, inserted into pay envelopes, printed in the company newsletter or mailed to employees' homes.

Sample Letters

Sample Letter No. One: Campaign Kick-off letter from chief executive officer

(Date)

Dear Employee (personalize with employee name, if possible),

Throughout our personal and working lives, we have learned the value of teamwork. By working together as a team, we can accomplish so much more.

United Way of Central Jersey offers a good example of just how powerful a force teamwork can be. Through an extensive network of volunteers and donors, United Way makes sure that a wide range of services are available to the people who live and work in our area. These services include substance abuse counseling and education, job training and placement, assistance for victims of domestic violence, programs for the elderly and our young people and many others.

When you give to United Way of Central Jersey, you can be assured that your gift is going directly to the people who need it most. More than 88 cents of every dollar goes directly to fund the programs that provide critical services within our community.

Once again, I ask that you join with me in supporting our team effort and continue (*company name*)'s tradition of community support.

Sincerely,
(your name)

Sample Letter No 2: Campaign kick-off from labor leader

(Date)

Dear Contributor:

As union members you understand the strength in solidarity. United Way of Central Jersey represents that understanding in the arena of health and human services in our community. Each year, the United Way is there to help people by providing financial support to programs that assist families, the elderly, the disabled, our youth, the unemployed and many others.

Why does organized labor support United Way? It is our firm belief that an injury to one is an injury to all, not just on the job but throughout our community.

As in the past, I am confident that each and every one of you will do your best to lend a helping hand to those in need, and I urge you to invest in the future and give generously from the heart.

Sincerely,
(*Your name*)

Sample Letter No.3: Thank you letter at campaign's conclusion

(Date)

Dear Contributor:

A heartfelt thanks goes to each and every one of you who contributed to this year's United Way campaign. Once again, you have gone the extra mile to make our community a better place for us to live and work.

Many words come to mind to describe people like you: generous, concerned, caring. And, you realize that when you give to United Way, you help ensure that a wide variety of needs are met, including services to the hungry and homeless, the sick and grieving, our youth and senior citizens and so many more.

Your generous donation helped us raise a total of \$____ for critical health and human service programs funded by United Way of Central Jersey. This exceeds last year's results by ____percent. It's an accomplishment of which you can be proud.

Again, thank you for helping United Way to lend a helping hand to those in need.

Sincerely,
(*your name*)