

# Winning Ideas for Successful Campaigns

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**Engage: Be the first to pledge and 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 knowing about United Way of the Lewis and Clark Area's work. If you're not comfortable, please contact us at 442-4360 and we can send a staff member to present and answer questions from your colleagues!

**Communicate: Decide how often and how to communicate with your co-workers.**

**Make everything visible.** Include campaign information in your newsletter or daily emails. Use 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 [unitedwaylca.org](http://unitedwaylca.org)

**Mobile-enable your campaign.** Encourage your colleagues to use the text-to-give option to make giving easy! Their smartphone is the simplest way to give, texting EMPLOYEE to 40403 to access a mobile-friendly pledge form.

**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.** After they give, enlist them to help spread the news about your campaign.

**Start off with people who already give.** Their continued participation will build momentum.

**Encourage payroll deduction.** It's easier to give smaller amounts consistently.

**Thank Your Colleagues: Recognize every contribution to the campaign, not just 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 cards of appreciation.** Provide your colleagues with thank you cards to display in their workspaces.

**Above all, have fun! The more you enjoy your workplace campaign, the more engaged your team will be and the more success you'll have.**

