

Put the Fun in Fundraising

Workplaces around Muscatine County have had a lot of fun and fundraising success by holding special events to celebrate United Way's Fall Fundraising. Use the following suggestions as an idea springboard for your own creative planning with variations to suit your own workplace.

Kiss the Pig Contest

Select several staff managers who employees can vote on (\$1.00/\$5.00 per vote). The manager with the fewest votes (or most votes) has to kiss a pig in front of the entire office. Variation: Hold the contest between different employers rather than in-house

Baby Face Contest

Employees bring photos of themselves as babies. Other employees buy ballots listing the photos by number and then try to match each baby picture with which co-worker. A prize goes to the employee who correctly identifies the most employees.

Tricycle Races

Before the race, employees pay to have sandbags tied to opposing department manager's tricycles. Hold the race in the lunchroom or outside. The first to the finish line wins a prize for the department (i.e. pizza party)

Ugly Tie/Outrageous Hat Contest

Employees who wish to participate wear their ugliest tie or most outrageous hats and solicit "votes" at \$1/\$5 each. The person with the most votes at the end of the day wins a prize.

Boss Does Job for a Day

All who participate in the Campaign get to put their name in a drawing. If their name is drawn, the manager does their job for a day, takes them out to lunch, or rewards them in some other fun way.

Wii Tennis, Golf, or Bowling Tournament

Arrange a drawing for: Time off, Special Parking Spot, Extra breaks/shortened workday, Prizes donated by vendors/area merchants, tickets to sporting events, concerts, stage plays, movies, etc., Gift certificates from retailers for a weekend getaway for two, Lottery tickets, etc.

United Way Staff Can Help

Your United Way Volunteers or United Way staff can help with your fundraising plan by providing:

- Agency Tours – schedule employees to visit funded agencies
- An Agency Fair – featuring displays and pamphlets from various agencies
- Speakers – qualified staff and/or volunteers
- Call the United Way to order additional supplies
 - United Way posters
 - United Way brochures
 - Pledge forms
 - Pins
- Arrange speakers by calling the United Way office. You'll be asked:
 - Name and address of company
 - Presentation date and time
 - Audience size and make up
 - Topic/agency preference

Staff Contact Information

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8 STEPS

to a successful
United Way Campaign



Campaign Coordinator Training Guide



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1 Confirm CEO's Support

Get your chief executive's personal involvement. For best results, you will want him/her to:

- Review past goals and performance levels
- Approve company time for educational and motivational programs, such as planning meeting, fundraising orientation, agency tours or presentations and employee meetings
- Arrange for payroll deduction
- Help you set a fundraising goal
- Endorse the fundraising through a letter to all employees and through personal appearances at all related events

2 Include Leadership Giving Program

- Have CEO personally ask top management to invest at the leadership level
- Conduct United Way presentations for mid-level managers for leadership giving
- Publicize results of your leadership-giving program to set the pace for employee giving.

3 Develop a Planning Team

- Select key people from all employee groups, including management and labor leadership, if applicable
- Involve people from previous campaigns
- Attend Company Coordinator Training
- Begin planning well before fundraising time; assign specific responsibilities with completion dates.

4 Set Employee Fundraising Goal

- Establish an employee giving goal to provide motivation and give a sense of accomplishment throughout the fundraising time.
- Set the goal based on increasing your total employee giving

5 Recruit & Train Fundraising Committee

- Select individual fundraisers; one for every 10 to 15 employees
- Provide an informational session
- Schedule employees meetings
- Provide United Way, speakers, displays and/or funded agency tours
- Publicize your events well in advance through employee newsletters and bulletin board displays
- Personalize each employee's pledge card
- Ensure that each employee will be personally contacted
- Involve your United Way staff and volunteers in planning or conducting your fundraiser

6 Ask for the Pledge

- Make sure everyone is personally asked
- Begin individual "asks" without delay while enthusiasm is high
- Collect all signed pledge cards
- Follow up to collect remaining pledge cards in a timely manner, if not returned

7 Report Progress & Final Results

- Keep your United Way representative advised weekly of updated fundraising results
- Advise your CEO and your fundraising planning committee of progress
- Report and post results publicly, so employees can see progress
- Submit final results on the envelope provided upon completion of your fundraiser.

8 Thank Employees & Recognize their Participation

- Announce your fundraising results publicly
- Run thank you messages in employee newsletter, in payroll envelope stuffers and post them on a bulletin board
- Display posters, photos and mementos of events and show fundraiser final results
- Send thank-you letter from the CEO to Committee members, and all employees
- Distribute award pins, letters and other incentives
- Attend United Way Volunteer Celebration

Important Dates

Wed Oct 12th 7:30am
Reporting Breakfast

Tues Dec 13th Noon
Reporting Lunch

Tues Feb 14th Noon
Volunteer Celebration