

# 2019-2020

## LIVE UNITED



**Pettis County**

# LIVE UNITED

## Champion / [cham-pee-uh n]

1. a person who fights for or defends any person or cause. I.e.: a Champion of United Way in your workplace.
2. a person who takes first place. I.e.: anyone who serves as a United Way Champion is a winner for taking on this role.

THANK YOU for taking on this role as the United Way Champion in your workplace. Whether you volunteered, or were volunteered by someone else, know the importance of your role and the impact you can make.

As a United Way Champion, you'll have an opportunity to showcase your leadership and project management skills at work, network with colleagues at your workplace and in other industries and create positive impact in our community.

We've prepared this guide to help you maximize your time and effort. Trust us. These tips are proven to work. If you follow them, your workplace campaign will be successful.

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# A SCHEDULED, FORMAL UNITED

TO LAUNCH YOUR INTERNAL WORKPLACE CAMPAIGN IS #1 PROVEN WAY TO

INCREASE GIVING. OUR VOLUNTEERS OR DIRECTOR WOULD BE HAPPY TO HELP.

## THE 3 BEST PRACTICES



**SCHEDULE A FORMAL UNITED WAY PRESENTATION TO LAUNCH YOUR CAMPAIGN AND DISTRIBUTE PLEDGE FORMS AT THE MEETING.**

- Local workplaces that had a formal UW presentation to launch their campaign last fall had a 25% increase in giving. Workplaces that did not had just a 5% increase.
- Consider how inspired someone will be to give within 10 seconds of receiving a pledge form. That's why a 10-15 minute presentation during an already scheduled employee meeting is ideal. We can do multiple presentations to accommodate different shifts and departments.



**ASK YOUR CEO / TOP EXECUTIVES TO PUBLICLY ENDORSE YOUR UNITED WAY CAMPAIGN AT THE LAUNCH MEETING AND/OR IN EMPLOYEE PUBLICATIONS.**

Make the connection that giving back as a workplace through United Way is a part of your corporate culture and fulfills your philanthropic mission to give back to our community.



**MEET WITH UNITED WAY STAFF OR VOLUNTEERS IN ADVANCE TO PLAN, BRAINSTORM, AND CUSTOMIZE YOUR INTERNAL CAMPAIGN FOR MAXIMUM RESULTS.**

Set up a meeting 2-4 weeks before campaign to plan your kickoff event. This short meeting can increase giving by 12%.

CALL US AT 660-826-2980 TO SCHEDULE



## UNITED WAY CAMPAIGN

New to United Way campaigns? This page is for you. Since 1959, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns in Pettis County, MO. Why? Because United Way works. United Way is the trusted platform to solve community issues.

**BECAUSE GIVING TO UNITED WAY IS EASY.** Most people give via payroll deduction, pledging in the fall to have a certain amount taken out of each paycheck the following year.

United Way's materials are easy to distribute and collect. After some planning and a brief 1-2 week solicitation period (your internal workplace campaign), you're done!

**BECAUSE THERE'S SOMETHING FOR EVERYONE.** Donors can choose to designate their gift to United Way initiatives, community fund, or programs of their choice in Pettis County or to United Ways in their home communities. Since thousands of local residents are impacted by United Way programming, almost everyone will know someone who's benefited (maybe even themselves).

**BECAUSE UNITED WAY IS EFFECTIVE.** Money raised here stays here and 99 cents of every dollar stays in Pettis County.

### THE TYPICAL WORKPLACE CAMPAIGN

- Runs actively for 1-2 weeks.
- Runs sometime between September 1 and November 15 (you pick the dates that best serve you).
- Uses UWPC brochures and pledge forms that we provide.
- Most donors give via payroll deduction, pledging to give \$\_\_ per pay period during the following year (Jan. 1 to December 31).
- Some donors give via cash, check, or ask to be billed to pay later themselves.

### YOUR ROLE AS A WORKPLACE CHAMPION

- Serve as main contact between UWPC and your workplace.
- Lead the planning and coordination for a successful internal campaign.
- Recruit others to help with your internal effort.
- Collect and submit all pledge forms and monetary donations to UWPC in a timely manner. Includes completion of the Workplace Giving Form completed at the end of your internal campaign.
- Submit all pledge forms to payroll for processing and payment.

### OUR ROLE AS UW STAFF & VOLUNTEERS

- **TO HELP YOU IN ANY WAY POSSIBLE!** Never hesitate to call with questions or to help with campaign strategies.
- **PLEASE** reach out when ready to schedule a Campaign Presentation.

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# SETTING GOALS

## DETERMINE THE GIVING CAPACITY OF YOUR

	BENCHMARKS	LAST YEAR'S RESULTS	YOUR WORKPLACE GOALS - THIS YEAR
Total Employees			
Set a participation goal (We do *not* recommend 100%. 100% Ask? Yes. 100% Give? No.)	Gold - 60% Silver 50% Bronze - 40%		
Total Giving Employees (Multiply your total employees by your participation goal.)			
Set an "average gift" goal (Total for year).	Gold \$250/donor Silver \$200/donor Bronze \$150/donor		
Total employee goal (pledge forms) (multiply your total giving employees by your workplace average)			
Corporate Giving (Discuss with your team how/if your company will participate.)	% of Match employee gifts Gold - 100-75% Silver - 50-74% Bronze - 25-49%		
Other "Fund-raisers" (Optional: Do not make these a priority over giving via pledge forms and payroll deduction.)			
Total Workplace Campaign Goal			

## ENGAGE YOUR TEAM IN THE UNITED WAY

So you've set your goals. Now to achieve them! Participation rates and average giving levels don't just magically increase. Here are some proven tips to boost them to the next level by engaging your team in the United Way.

### TIPS TO INCREASE

#### TO INCREASE DONOR PARTICIPATION

WHAT WAS YOURS LAST YEAR? COULD IT BE BETTER?

- Launch your giving effort by inviting United Way to already scheduled all-staff or department meetings for a brief 10-15 minute presentation.
- Have pledge forms ready at those meetings and encourage staff to fill them out before they leave.
- Set a goal of 100% ASK. Make sure every person hears the message and has an opportunity to give.
- Attractive incentives help motivate giving. They don't have to cost a lot. But it will increase participation and build excitement. (See more on the next page.)
- Post United Way announcements and posters on bulletin boards and in employee publications. Share links to our e-newsletters and social media posts.
- Publicly track progress and send daily reminders, especially on the last day.
- Right after your last day, follow-up with past donors who forgot to turn in a form.
- Extend the giving opportunity to new hires throughout the year.

#### TO INCREASE YOUR AVERAGE GIFT

NATIONALLY, THE AVERAGE PERSONAL GIFT TO UNITED WAY IS \$291 (\$5 per week).

- Stress giving via payroll deduction.
- Promote and incentivize donors to increase their gift to the next "level" (by 10%, or \$1 a pay) over last year's.
- Add incentives for tiered levels of giving. For example, \$5/pay, gets you one benefit or maybe you are entered into a raffle with five tickets. If you give \$10/week, you get two benefits or get 10 raffle tickets.
- (SEE MORE ABOUT INCENTIVES ON THE NEXT PAGE.)
- Leverage "fun-raisers." Ask for a completed pledge form, rather than a small cash donation. For example, instead of "selling" Jeans Day passes for \$5, ask that they pledge a certain amount via payroll deduction.
- Hold your United Way launch meeting on a payday, a Friday, or just after a "good news" announcement.
- Conduct your United Way campaign apart from other internal fundraisers.
- Ask an associate who's benefited from a UW program to share their story.

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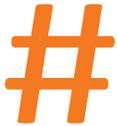


# USING INCENTIVES TO MOTIVATE GIVING

If only everyone were 100% altruistic. What inspires giving? Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace. You don't have to go over the top on these either. There are many low-cost/no-cost ways to obtain items as incentives.

## NO COST/LOW COST INCENTIVES

- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Donuts and coffee
- Pizza party/Free lunch
- Boss does your job for half day
  
- Use of company car
- Paid Day Off



If you can swing it, the best incentive you can offer is extra paid time off. Vacation Days, "Sleep In" Passes, Leave Work Early Passes.

## OTHER ATTRACTIVE INCENTIVES

- Tickets to movies/sports/concerts
- Airline tickets
- Trendy electronics
- Restaurant gift certificates
- Hotel/Resort weekend getaway
- Gym membership
  
- Gift baskets



## WHERE TO GET INCENTIVES

- Ask your vendors
- Trade with other UW supporters
- Unused credit card rewards
- Use a portion of your corporate gift to purchase items.

## HERE COMES THE CRITICAL PART

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, then decide how to set your incentives.

Examples below:

By individual participation: Anyone who gives via payroll deduction is eligible for a prize / drawing. IDEA: For each dollar someone gives/week, that's how many chances they have.

By time frame: Anyone who contributes by X day is eligible for a prize/drawing. IDEA: If you turn in your pledge form at the UW presentation meeting.

By increase: Anyone who increases their gift over the previous year by \_\_\_\_\_% or to next giving level is eligible.

IDEA: Promote "Fair Share" giving, which would be equivalent to 1% of your annual salary.

By gift level: Anyone who gives XX dollars or more is entered into a special drawing.

IDEA: Set tiers of incentives. Those who give \$10/week are eligible for more than those who give \$1/week.

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## PUTTING THE FUN IN FUNDRAISERS FOR YEAR-

### AWARENESS

#### Appreciation/Compliment Grams

Design notes of thanks or congratulations for co-workers to buy and send to each other.

#### Balloon Grams

Sell balloons with notes of recognition inside and deliver to co-workers.

#### Change Bandit

A co-worker dresses as a bandit (as approved by company security.) Have them visit employees to procure spare change.

#### Spare Change Jars

Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a time frame.

#### White Elephant Sale

Employees donate odd items for the sale. Co-workers should have the opportunity to buy items and stipulate in whose workspace these items should be displayed. Set a time frame for which objects must stay in that location.

#### Spelling Bee

Hold a spelling bee, charge an entry fee. Have galley observers place bets on their favorite participants.

#### Entertainment Drive

Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way.

#### Silent Auction

Secure items from vendors, co-workers, and the leadership team. Allow employees to pay for their items via payroll deduction.

#### Dress Down Day

Employees pay to not wear "normal" work attire. Get as casual as needed: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact UWPC for stickers that say "I Dress This Way for United Way" and distribute to participating employees.

#### Guess the Number

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

#### Jeans Stickers

This is an oldie but goodie. Sell Stickers for jeans days. Some companies will sell tickets that are good for the entire year!

#### Massage Therapist

A therapist, preferably one who will donate time, visits the workplace and employees sign up for time slots. Employees pay for a massage, with proceeds benefiting United Way.

#### Penny Wars

Divide the office by department and have a money jar assigned to each. Members of each department deposit pennies, nickels and dimes into their own jar and place quarters or "green" into the jars of other departments. Pennies count as positive while quarters and "green" are negative. The department with the highest positive number (or often the case, the least negative number) wins a lunch provided by the company.

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## EVEN MORE IDEAS!

### Charge Late Fees

Employees who arrive late for meetings, or any other tardiness, pay a fee to be donated to United Way.

### Bingo

Purchase Bingo cards and distribute to employees. Every day, email a Bingo number to all participants. The first one to reply with "BINGO" wins. The Bingo game continues until all prizes are distributed.

### Guess the Baby Picture

Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

### Flamingo Insurance

Company purchases 20 inexpensive flamingos on a stand (or get stuffed ones). Employees can purchase Flamingo Insurance from HR for \$5 to insure that no flamingos can enter their office or cubicle. Employees pay \$5 to send a flamingo to an office or cubicle that does not have a Flamingo Insurance sign provided by HR. If you receive a flamingo in your office or cubicle, you can pay \$2 to send it away.

### Home Grown

Employees donate items for auction such as cakes, cookies, monthly parking spots or dinner. Services such as a month of lawn mowing also may be auctioned.

## FOOD & FESTIVITIES

### Lunch Box Auction

Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

### Bake Sale

Employees buy employee-donated baked goods with donations benefiting United Way.

### Build Your Own Ice Cream Sundaes

Have a wide variety of sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries, etc.) available for employees to build their own sundaes.

### Nacho/Pretzel Sale

Sell large plates of nachos and/or soft pretzels with cheese and jalapeno peppers. Donate proceeds to United Way.

### Ethnic Food Festival

Ask employees to bring dishes symbolic of their heritage or recipes "handed down" from family members along with interesting facts about their heritage. Another option is to have various departments sponsor a lunch representing a specific ethnicity.

### Ice Cream Cart

On a hot day, visit employee cubicles and offices selling popsicles, ice cream sandwiches and other cold snacks. Donate proceeds to United Way.

### Peanuts, Get Your Peanuts!

Decorate a push cart with a sports theme. Stock the cart with individual bags of salted peanuts, chips, hot dogs, soda and all necessary condiments (ketchup, mustard, relish, onion.) Visit cubicles and sell items. This is a great way to kickoff any sports season.

### Potluck

Post a sign-up sheet for employees to bring entrees, salads and desserts to ensure a variety of food. Decorate the room with a theme. Adjust entry fees for those who bring an item.

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## THE IDEAS CONTINUE.

### Root Beer Float Sale

Buy necessary ingredients for employees to make their own root beer floats. Floats made and served by executives can be a fun treat!

### Tailgate Party

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

### Chili Cook-off

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

### Walking Taco Sale

Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc. Price accordingly.

### Donut Eating Contest

Employees raise money for United Way by sponsoring contenders on a per-donut-eaten basis. The winner is determined by either eating the most donuts in a time frame or the first to finish a set number of donuts.

### Soup Line

Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all! (Bring your own reusable bowl.)

### Dinner for a Week

Get 7 restaurants to donate a dinner for 2 and auction off a week of eating out. Sell tickets for around \$30. The lucky winners are able to eat out every night for a week.

## ACTIVITIES

### Tricycle Race

Teams race in relay format around the office parking lot on small bikes. Employees bet on which team they think will win. All bets go to United Way.

### Scavenger Hunt

Host a scavenger hunt competition. Consider United Way of Pettis County partner agencies as part of the hunt.

### Apple Bob

Employees nominate contestants and vote using change or cash in jars. Fill buckets with water and apples. Tarps, goggles, shower caps and towels are recommended. On "Go!" contestants compete (no hands!) for 3 minutes to grab the most apples with their mouths.

### 2-1-1 Statistics Game

At a team meeting, distribute stickers to represent statistics from the 2-1-1 Call Center (i.e. homeless population, past due on rent, in an abusive relationship). At the meeting ask people to stand up who have a red sticker and share with them that this means you were one of the x people who slept on the street last night, or a blue sticker means you were one of x people who were abused. These powerful messages reinforce the mission of the United Way of Pettis County.

### Cubicle or Office Makeover

Have employees' make over their cubicle or office.

### Golf Putt

Supply a putting green and club. Employees pay per putt for a chance to win prizes.

### High Score

Place a dart board in the office and sell dart board shots. Award prizes to winners.

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## PUTTING THE FUN IN FUNDRAISERS FOR YEAR-

### Office Olympics

Fire up the Olympic Torch (or grill) and let the games begin. Have a tricycle or office chair race. Have spelling contests, typing contests, or contests to develop the most persuasive or most complimentary memo, etc. Devise rules for each race in advance and seek participants. Combine the event with a cookout. Design award medals to display in the cubicles or offices of winners.

### College Basketball Bracket

During March Madness, turn your work bracket into a fundraiser for the United Way. 50% of the proceeds go to the bracket winners and 50% come to support programs of the United Way.

### Karaoke Contest

Each location, department or team nominates one employee to sing a song. Choose a variety of music or "spotlight" a particular theme of music. The winner is chosen by audience applause or a panel of judges.

### Balloon Pop Surprise

Put a prize note in each balloon (soda, jeans day, gift card, candy bar, sports tickets, etc.) Be sure to have one big prize. Place balloons in a contained area and have participants pay to pop balloons for prizes.

### Joke Contest

Have people pay to enter their best "clean" joke and campaign committee votes for the best one.

### Pumpkin Carving Contest

For a fee people can enter a carved pumpkin to be judged by others. Set up categories such as scariest, happiest, ugliest, most original, etc.

## AUCTION & RAFFLE

### Informative Meeting Incentives

Hold a workplace meeting and have a representative from United Way and/or an agency speaker give a presentation. Offer donuts, coffee or raffle tickets to attendees.

### Box Raffle

Boxes are placed in highly-trafficked areas with the name of a prize on each. Employees buy tickets and put them in the boxes corresponding to the prize they want to win. A winner is drawn from each box.

### Silent Auction

The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services. All proceeds go to United Way.

### Baskets for Auction

Gather your department and create themed baskets for a raffle. Basket theme ideas include a backyard barbecue, wine lover, beer lover, sports, activities for kids, movie night, etc.

### Front Row Parking

Raffle front row parking spots for a year, or during the winter months.

### Paid Parking

Raffle/Auction off a year's worth of free parking. Lunch with CEO Auction or raffle off lunch with the CEO – CEO's treat!

### Executive Auction

Get the executive staff to donate half a day to the campaign. They auction each executive off to employees. The executive must take over the employee's job for that half day.

### Extra Day Vacation

Raffle/Auction off a day or ½ day of vacation.

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## THE IDEAS KEEP COMING

### Mystery Pumpkins

Buy miniature or regular pumpkins for employees to purchase. Write numbers on the bottom of each pumpkin. Draw numbers for prizes corresponding to the numbers on the pumpkins. Pumpkins can be taken home and carved for a later Pumpkin Carving contest.

### Rubber Duckies

Write numbers on the bottom of rubber ducks and have prizes corresponding to those numbers. Charge participants for each time they pick up a duck.

## ENGAGING MANAGEMENT

### Jail

Construct and decorate a jail made of cardboard. Managers are sentenced to the office jail for a determined amount of time or until they raise a set amount of bail money.

### Executive Butler or Maid

Executives donate an hour to serve lunch to employees. Have employees pay to enter.

### 'American Idol' Contest

Employees donate to vote for the management singing group of their choice. The duo or group that attracts the most votes will sing a song in front of an audience.

### CEO Embarrassment & "Change for Change"

Whether it is a pie in the face, or any number of other activities, embarrassing the senior leadership is always a popular activity.

Conduct a "Change for Change Drive". As a part of the drive, give all of the leadership team a bucket with their picture next to it. Any coins add to the total amount and dollar bills take away from the total. Leadership that raises the least amount gets

embarrassed.

## SAY THANK YOU

### Participation Goals

Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (pizza party, cookout, jeans day, time off, etc.).

### Thank You Drawing

Collect a variety of gifts – either donated, purchased, or intangible goods like free vacation days, lunch with CEO or one year of front-row parking. To encourage employees to pledge, every contributor to United Way is entered into a drawing.

### Pledging Participation

The department, location, division, etc. with the highest percent participation will have the pleasure of viewing their supervisor in a funny outfit. If they choose not to wear the outfit, they have to buy pizza for their department, location, division, etc.

### Happy Holidays to Your Clients

Make corporate donations on behalf of your clients to United Way. Send clients a holiday postcard communicating the generous gift to the community.

## THEMES

### 1960s (or other era)

Dress up in "60s" garb. Sell headbands, smiley face pins, tie-dyed shirts.

### Wild West

Employees dress in Western clothes. Use a cactus as your thermometer.

### Cookie Caper

Each pledge card is passed out with a cookie and the slogan "United Way Cookie Caper – Help us

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## MORE IDEAS TO HELP YOU BE SUCCESSFUL

bring in the dough”.

### Hawaiian Theme

Each person turning in a pledge card gets a plastic lei. At campaign's end, hold a Hawaiian potluck where employees wear their leis and dress Hawaiian. Have a limbo contest. Use a palm tree thermometer.

### Raisin' Money

Use the California Raisins as a thermometer theme. Pass out boxes of raisins to people as they turn in pledge cards.

### Mardi Gras

Everyone loves a party, so why not model your campaign after the biggest party in the world – Mardi Gras. Invite a jazz band to play at your kickoff event. Hold a parade, float contest or sell bead-o-grams (beads with thoughtful messages attached.) Host a Cajun potluck.

### An Hour of Power

Use a stopwatch as a thermometer. Publicize what services are provided from a one hour's pay donation.

### Beach Bash

Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite “beach wear” and then vote on the best one. Award prizes for the best outfits.

### United We Stand...United We Give

Use an All-American theme complete with apple pie tosses, picnics and red, white, and blue!

## INCENTIVES

- Complimentary hotel stay and/or airline tickets
- Around-the-world dining (pack of restaurant gift certificates of different cuisines)
- Call in “well” day or “sleep in late” coupon
- Car started & windows scraped every snow day in January
- Car washed by boss or co-worker
- Casual day
- Company promotional items
- Computers – new or gently used
- “Flee @ 3” coupon
- Free babysitting
- Free meal or dessert from the employee cafeteria
- Free oil change
- Gift certificates
- Golf with the boss
- Lottery tickets
- Lunch with your manager – his/her treat!
- Tickets to local sporting events or movie passes
- Open soda and candy machines
- Pizza party
- Play or concert tickets
- Use of company car and/or reserved prime parking space
- Vacation day

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There isn't enough thanks in the world for helping United Way of Pettis County. If you need any help, please call Staci at 660-826-2980 or on her cell phone at 573-434-6925, or by email [staci.harrison@spcuw.org](mailto:staci.harrison@spcuw.org).

Because of companies and people like you we are able to **LIVE UNITED.**