

Ten Easy Steps to a Successful United Way Employee Payroll Campaign

1. HAVE FUN!



2. Review Past Performance & Set Goal

- Don't try to do everything yourself!!!!
- Set this year's goal and PUBLICIZE it!!!
- Determine when drive dates. Short campaign time frames work best.



3. Secure the Support of Your Top Management

- Ask CEO/manager to write a personal letter, email or speak to all employees in support of the United Way payroll campaign

4. Recruit Your Team

Employees from different Departments
HAVE FUN

5. Team Building

- Solicit ideas for FUN
- Get ideas for prizes
- Create Competitions
- Discuss campaign goal
HAVE FUN



6. Campaign Resources

Will you use incentives?
Give "Sleep In" time
Award "Preferred Parking Spot"
Participate in "Casual Dress Days"

Leave the Office
Early Day!



United Way Materials

- Brochures/pledge forms
- United Way Video/Posters
- Participating Agency Speakers



7. Spread the News- *Many times people just want to be asked to give*

- Employee publications
- In-house email blasts
- Display posters
- Table tents in break room
- Display you goal and your progress in attaining it.

HAVE FUN



8. Employee Meetings

HAVE FUN

- Welcome & discuss purpose of meeting
- Start meeting with a FUN activity
- Pass out brochure/pledge card to employees
- Explain Pledge Card/Leadership Giving
 - Pledge card is attached to brochure
- Explain pledge payment options - Payroll deduction, Direct Billing, Bank Bill Pay, Charge Cards, Paypal
- Any PARTNER AGENCY may be designated
- Collect pledge cards or have them turned in to your Payroll Department



9. Report the Results Up 10%

- Let people see what they have done - **TOGETHER**
- Give pledge cards to your payroll office
- Complete **United Way Payroll Deduction Report**
- **Return Campaign Report, pledge cards & Report Envelopes to United Way**
- **To deliver or have campaign materials picked up. Contact,**
Laura Koenig - 218-234-6146 - lckoenig@bremer.com
Bob Thorwaldsen -- bob@lakeslawyers.com
LuAnn Porter- 847-0727 - luannp@rmcep.com



10. Say "Thank You"

- Thank employees in department meetings, newsletter, emails or posted communications
- Recognize and thank your Campaign Committee

