

## Coordinator Discussion at Kick off June 17th 2009

### 1. Discuss the Role of the Coordinator & the UW Rep:

- Coordinator is the person “in the field” & is responsible for collecting information
- UW Rep is the go to person
- The roles of both involve early communication
- UW Rep should have ideas
- Important for both to stress 100% of gifts go back into community
- It's important to keep some continuity...in the role of both Coordinator and UW Rep.
- Important for UW Reps to have some visibility in community businesses.
- UW Rep should help give advice on getting a committee together...different incentives that could be offered.
- Communication
- Coordinator breakfast
- Build a big team & inspire others
- Volunteer
- Be persistent & put effort into campaign
- Accountability
- Make the campaign visible
- Contact retirees
- Talk with the CEO/President
- Explain how a dollar gets leveraged via UW
- Engage associated businesses to join in campaign like delivery, maintenance etc.
- Focus on number of givers
- Keep people informed ongoing during campaign
- Respond quickly and thoroughly to employee questions
- Important to tell the story of agency selection and accountability process

### 2. Discuss how you can increase employee participation at your workplace & help UW meet its 2009 goals:

- Show a video
- Presentations (UW rep, agencies, other individuals)
- Slide show of volunteerism
- Talk about difference between giving a pledge vs. special event
- Top management participate: have them talk to employees & send out communication
- Have employees volunteer in the community
- Get retirees to participate
- Go to branches
- Use the car incentive
- Have a CEO matching gift
- Have a kick off meeting/event...such as an ice cream social
- Have a 2nd week event
- Include visuals: puzzle where people are recognized for giving

- ▣ Consider online giving options via eWay
- ▣ At presentation frame it so that they hear an emotional story, explain how UW works and frame it as “helping” and finally allow employees to make a commitment at the meeting
- ▣ Twilight Golf
- ▣ Put a poster by a donor...”I gave to United Way”
- ▣ Jeans Fridays...pay \$ to wear them
- ▣ Have intermittent “contests” & all proceeds go to UW
- ▣ Mimic the UW thermometer
- ▣ Have a UW success story to touch donors hearts
- ▣ Create a UW video
- ▣ Give a Live United t-shirt as a reward for giving
- ▣ Brand Live United t-shirts w/your company’s name/logo on back
- ▣ Shirt decoration contest...can vote for best by \$
- ▣ Baby picture contest
- ▣ Everyone who donates gets their name in a hat for a big prize
- ▣ Make the campaign a “Pay it Forward” campaign
- ▣ Competition between like/near businesses (like the shops @ Centerra)
- ▣ Garage Sale
- ▣ Clothing swap...give a donation for what you end up “buying”
- ▣ “Give Thanks”, run a thanksgiving campaign
- ▣ Get employees/business to donate prizes for incentives
- ▣ Mythbusters Kick off campaign...bust the myths about UW...overhead..scandal...where the money goes etc.
- ▣ What an hour of volunteer time is worth...show the value of that contribution
- ▣ Everyone that gives a minimum amount entered into a drawing for a day off or other such big prizes
- ▣ Potlucks where a donation will let you eat
- ▣ Root beer floats...get management to serve and say thanks
- ▣ Poker tourney...1/2 proceeds to UW 1/2 to winners
- ▣ Publicize what you are doing for the campaign on internal websites/newsletters etc.
- ▣ Fun activities build enthusiasm
- ▣ Wii tournament (bowling) – Wii as a give away
- ▣ CEO or Company match of employee gifts as challenge
- ▣ Impact of small gift & what it can do “Power of \$1, \$3, \$5” presentations
- ▣ Use payroll deduction as simple means to contribute unrestricted or to agency of choice.
- ▣ Bring in unfamiliar agencies to tell story of what they do
- ▣ Utilize agency fair concept