

United, We Strengthen our Community.

United Way
of Larimer County



UNITED WAY OF LARIMER COUNTY WORKPLACE CAMPAIGN **Strategies to Increase Employee Engagement**

The key to a successful workplace campaign is to make it fun and engaging for all employees. Check out the tips and ideas below, as well as the Campaign Best Practices (included in the Campaign of the Year documents) to set yourself up for success with your campaign.

Identify a point person and communicate who that is to the staff team. This way employees know who to come to with their questions and ideas.

- For smaller organizations, that may be the campaign coordinator. For larger companies, it can be helpful to designate a leader at each site location or department to help promote the campaign.
- These individuals can help the coordinator distribute materials, coordinate special events and more.

Incentivize giving. Provide United Way swag, a special lunch, paid days off or other treats to encourage participation.

- Try a drawing for a chance to win open to employees that turn in a pledge form. If you have multiple prizes, stagger drawings throughout the campaign. Use the best or biggest prize at the beginning so folks will turn in their pledges early.
- If you have many incentives, consider a balloon pop! Give everyone who turns in a pledge form the chance to pop a balloon with the name of a prize written inside.

Recognize donors—especially new donors or those that have increased their donation from the past. This is also a great idea for Loyal Contributors.

- Consider implementing a Leadership Lunch for those who donate \$500 or more. If that amount isn't appropriate for your campaign, create your own recognition level.
- Host a thank you event before the campaign ends as a thank you to those who have pledged and as a last-minute push for additional donations.
- See the Loyal Contributor document included in the Campaign Coordinator Toolkit for more information and ideas.

Create some healthy competition! Encourage departments to set their own goals around fundraising or participation. Award the group that hits their goal first. Special events are another great way to foster a little competitive energy. Keep reading for more information about hosting a special event.

Be an advocate for the campaign. Enlist other employees passionate about United Way or upper-level management to help talk up the importance of the cause and impact that employee giving makes on the community.

(continued)



Xcel Energy,
Spirit of Giving
Award Winner

Host a special event. In addition to employee gifts or payroll deductions, special events are another great option for growing a campaign. Here are a few tried-and-true ideas, but be sure to check out our Special Events Ideas document in the Campaign Coordinator Toolkit for more ideas.

- **Silent Auction:** Buy or solicit donated items and then have people place bids for the items of their choice.
- **Jeans / Casual Days:** Sell opportunities for employees to wear jeans or other casual clothing.
- **Barbecue Contest:** Fire up the grill and break out your best barbecue recipes! Require contestants to pay an entry fee and charge spectators by the plate. Ask members of the group to act as judges. Consider requiring homemade sauce or creating categories for different meats and veggies. Could also be done with chili, dips, cookies—the sky is the limit!
- **Snack Cart / Table:** Purchase items at Sam's Club or Costco (or use homemade items) and sell them around the office for \$1 or \$2 with proceeds benefiting your campaign.
- **Penny Wars:** Have a contest between employees—or managers—to see who can get the most pennies in a jar. Silver coins could count as negative points. Have the person with the most—or least—amount do something silly like take a pie to the face!
- **Drawing for a Chance to Win:** Purchase or solicit a donated item and have employees make a donation for a chance to win. 50 /50 pots are another great idea and don't require a hot-ticket item. The winner of a 50 / 50 pot gets half of the total pool, while the other half would be a donation to United Way.

Rejuvenate your campaign. If you've been doing the same special events and campaign activities for many years, consider some new ideas. Consider developing a campaign committee to help bring new ideas to the table (and share the work load).

Consider a volunteer project. United Way works with dozens of organizations that are always looking for help making an impact on the community. Volunteer roles and time commitments vary widely. There are even volunteer projects that can be completed at your workplace. Contact your United Way representative or visit our website at www.uwaylc.org for suggested activities.

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