

Good to know!

Here are a few pieces to keep in mind as your organization gears up to give.

Tips for a Successful Campaign

Get Donors Interested

78% of people are more likely to give a financial donation if they first have a positive engagement experience.

- **Share the story:** Educate employees by inviting an agency speaker to share a story about the positive impact that donor dollars have on our community. Contact your Loaned Executive or United Way staff to schedule a speaker.
- **See impact in action:** Experience how important United Way-funded programs are to the community by touring an agency. [Campaign Requests](#)
- **Volunteer during Season of Caring:** Strengthen your team and community by participating in a fall volunteer project. [Campaign Requests](#)

Make the Ask

Research shows that the #1 reason people don't give to United Way is because they were never asked.

- **Ask for the pledge:** With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.
- **Answer questions and handle concerns:** Answer questions honestly and if you don't know the answer ask your United Way representative.
- **Leverage incentives:** Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking and gift cards are great incentives. Don't forget the Give & Win Sweepstakes and Impact Coupons. [Giving Incentives](#)
- **Say thank you:** Regardless of what the donor decides, thank them for their time.

LIVE UNITED All Year Long

We provide you with all the tools you need to show donors how United Way is using their gift, months after they've given.

- **Share facts and updates:** Send fun facts and stories via emails, newsletters, the intranet or a bulletin board. [Sample Communications](#)
- **Connect on social media:** Advocate for United Way by posting photos of your employee volunteers in action or your special event.
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New Event Ideas



Fundraising Ideas

Milwaukee County's Indoor Golf Course

Build a golf course with holes in hallways, cubicles and unusual spaces. Each hole represents an area landmark (e.g. the Domes). Golfers pay to participate. Donated prizes are awarded for both high and low scores.



Caterpillar Inc.'s First-Ever Chicken Wing Eating Contest

Each participant was required to raise \$500 for the United Way campaign to compete. All dressed in costumes (including a chicken!) as they were cheered on by the audience.

American Family Insurance Sends Smiles Throughout The Office

Brighten someone's day by sending them a smile! Purchase helium balloons for \$2 each. Balloons are delivered with the sender's personalized message. The person that sends the most smiles receives a special prize.

