

# Ten Steps to Running a Smashing Campaign

## STEP FOUR: Be Goal Oriented

**N**othing helps a team rally like a common goal.

Together with your CEO and team, establish an achievable campaign goal. Make it challenging, but realistic.

As outlined in Step 1, increasing things like participation or per capita giving can have a major impact on your campaign.



### Making It Happen...

#### *Ways of Increasing Company Participation*

- Set a specific goal (as outlined in Step 1). Avoid attempting 100% participation. No one likes to be forced to give... and doing so can have a negative impact on your campaign and cause hard feelings toward the United Way.
- Use group solicitation. Play the video. Set the tone for success.
- Use speakers for your group meetings. Call the United Way to access their Speaker's Bureau (295-1650). Or find someone in your organization who has been positively impacted by the United Way to give a short testimonial.
- Give out some SWAG... incentive programs that encourage participation and involve a gift for everyone who contributes. (see "getting creative" for ideas)
- Send out messages that make everyone who gives feel good about their gift. "No matter how big or small... every gift makes an impact for someone in our community."
- Stress how important follow-up is and be sure to get all pledge cards returned.

#### *Ways to Increase Per Capita Giving*

- Set the company goal based on increasing payroll deduction and per capita (see step 1)
- Provide incentives for those who give through payroll deduction.
- Provide information about the impact of United Way and their Community Partners on bulletin boards, through email notes or on posters in employee lunchrooms. Contact the United Way Marketing Department for materials.
- Encourage and promote payroll deduction.

#### **A Guideline For Your Company's Potential For Giving:**

*Average Hourly Wage* x 12 = *One hour's pay per month*

*One Hour's Pay Per Month* x *# of employees in your company* = *Potential for giving*