

Ten Steps to Running a Smashing Campaign

STEP SEVEN: Making It Personal vs. Playing to the Crowd

You can ask employees to contribute one at a time or in groups. There is no right or wrong... both methods have advantages. You and your team can decide which will work best in your company.



Making It Happen...

One-On-One Solicitation

This involves personal solicitation of one employee to another, preferably a peer. Keep in mind... giving is a choice not a demand... any sense of coercion should be avoided at all cost! While this method is very time consuming, it usually provides considerably better results because you can tailor your message to the individual. (Sample agenda's can be found in "Communication Tools" section).

Group Solicitation

This provides a more effective, less time-consuming approach to solicitation. It is flexible and can be adapted to most work settings. Employees are given pledge cards and asked to consider contributing at the end of the presentation. (Sample agenda's can be found in "Communication Tools" section).

@ Your Service:

- Campaign Video- Every year the United Way produces a campaign video for your use. This years video showcases the impact that United Way is making locally.
- United Way Speakers- Explaining the importance of the United Way can be challenging. United Way speakers are at your disposal, any time of the day or night. Contact the United Way office and speak with Chris Kinsey to schedule your speaker today. 295-1650
- Your Own People- One of the most effective messages is likely to come from an employee. Find out if anyone your company has volunteered for United Way or a United Way agency or has been a recipient of a program funded by United Way.