



United Way
of Sumner County

Best Practices for Workplace Giving Campaigns

One of the most impactful practices we've seen to increase employee participation in Workplace Giving Campaigns is for a speaker from United Way of Sumner County (UWSC) to talk to employees to thank them first hand, share information about the needs in the community, and explain what United Way does with the money that is donated. We also see campaigns do very well when they have a senior management executive who also speaks to employees about why the company supports United Way and encourages them to join in.

But we are often asked what kinds of incentives can be used to best encourage employee participation. Here are some ideas that have worked for some of our partners:

1. Days off – one of the biggest impacts we have seen is with this perk which can be done a variety of ways:
 - a. One company offered 1 extra vacation day to anyone who made a minimum \$2/paycheck pledge.
 - b. The same company, which had an established campaign with some recurring donors, also offered 1 vacation day to those who increased their payroll deduction contribution by \$1/paycheck.
 - c. Another company came up with coupons: for \$25 can buy you a come in late at 8AM or a Flee at 3PM coupon, with a limit of 5 coupons (\$125 donation).
2. Matching Donations
 - a. Many employees are motivated by a company who commits to do a matching donation. They love the idea that their donation goes twice as far when matched by their employer.
 - b. This also reiterates the company's support of UWSC's work.
3. Department competition – there are various ways to incorporate some friendly competition to help increase participation:
 - a. You can offer a competition by department to see who raises the most money.
 - b. You can offer a competition by department to see who has the highest employee participation %. (This one is probably the fairest way and ensures that even those who can only do \$1/paycheck feel just as much of a contributor to the competition as those who can do more.)
 - c. The winning department can get an extra day off or be given a pizza party or similar reward.
 - d. This works especially well when department heads get in on it by having friendly banter with each other and/or really encourage their departments to beat another department, etc.
 - e. Could be even more fun, if department heads are willing to participate in some sort of group challenge like losers have to wear winner's favorite sports colors to work, or have to take a pie in the face, or something silly like that.
 - f. One company had a chart/thermometer in the hall where they tracked department progress.
 - g. One company had so many departments that they combined 3 or 4 together to come up with 5 groups with a senior leadership team member as the head of each group.

4. Designated Parking in a premier spot
 - a. You can do a special reserved parking sign labeled for “UWSC Supporter Parking. “
 - b. You can draw names from current donors and award the parking spot for a whole year, for a quarter, or by month. One company we saw, drew once a month so more donors got a chance to enjoy the perk.

5. Party rewards
 - a. One company set their goal for what they hoped to raise. But, then they set a 2nd goal slightly above their main goal and said if the 2nd goal was raised they would have pizza, wings and salad provided to the office as well.

6. Special events
 - a. Another fun way to increase your campaign total is that, in addition to employees completing pledge forms for one-time or payroll giving, you host things like chili cook-offs, or pay \$5 to wear jeans day, or coin collection drives between departments, etc.
 - b. One company had an old company truck for which they did a raffle! They sold raffle tickets for \$50 and the winner got the truck which was worth \$7,000 - \$8,000.
 - c. Because the UWSC golf tournament was just after their Workplace Giving Campaign, one company sponsored the event, which included a team registration. Then they raffled off spots to get to be one of the players in the tournament.