

ASKING PEOPLE TO GIVE

If you still have questions about the United Way Campaign after reading this guide, contact Kristin Mahle at 463-5530.

STEP 1: Learn the facts about the United Way Campaign

If you know the facts about the United Way Campaign you will be more confident, more comfortable and much more effective when you invite people to give.

The United Way Campaign is an annual campaign that supports community health and social service agencies that meet established criteria. The campaign allows employees to “give where they live,” through payroll deduction.

You accomplish so much with your United Way gift: With just **one** gift your generosity has genuine community impact. A few minutes of your time can mean better lives for many people throughout Juneau and Southeast Alaska. In fact, one out of three people will use a United Way agency in their lifetime.

You control where your gift will go: All employees have the right to contribute or not contribute to the United Way Campaign. The choice is yours. Through your designation, you ensure that your donation goes to meet those needs that you feel are most important. You may indicate your choice by writing the code numbers of up to five agencies in the boxes provided on your pledge form. Except for documented expenses for the operation of the campaign and uncollected pledges, all contributions are distributed as designated.

Payroll deduction lets you help all year long: Payroll deduction is the key to substantial giving by letting you spread your giving out all year long. Payments made through payroll deduction begin on the first pay period in January and are made according to your instructions on the pledge form. On average, people are able to give six times more through payroll deduction than if they wrote a one time check.

Low fundraising costs: Approximately 16% of the funds raised by United Way of Southeast Alaska are spent on office and fundraising expenses. Nationwide, the standard percentage for fundraising expenses is 25% of funds raised. Because this cost is so low, every dollar you pledge goes a very long way toward helping others.

The spirit of giving is voluntary: Any contribution you make should be freely given. United Way strongly discourages and works to eliminate coercion of any kind in the solicitation process.

For more information about the United Way Campaign, see [Ten Facts about United Way of Southeast Alaska](#), and [Frequently Asked Questions](#), on our webpage (<http://www.unitedwayseak.org>).

STEP 2: Make your own gift first

You’ll discover that making your contribution before you ask others to give shows you believe in what you are doing. It will make it easier for you to invite others to give to United Way.

STEP 3: Ask others to give

One of the best ways to tell people you work with about United Way is to speak to them at a meeting. It provides a standard message to many employees while reducing the time it takes to conduct the campaign. You might ask to be placed on the agenda of a scheduled meeting, invite employees to a special meeting, or schedule a potluck or other informal event with food as a focus of the gathering. Check out the Workplace Campaign Ideas section on our webpage (<http://www.unitedwayseak.org>, click on Campaign Center menu, then Workplace Campaigns).

You can request a speaker from one of the United Way member agencies by calling the United Way office at 463-5530. When you conduct the meeting, make sure that pledge forms are available. If a group meeting is not possible, talk to individuals one-to-one about the benefits of the United Way Campaign. This also gives you an opportunity to answer questions and address concerns.

Remote job sites and different work shifts may prevent direct contact. In this case, you are the best judge of the way to make contact.

Strive to achieve contact with all the employees in your group so that every one has an opportunity to participate.

Keep in mind, United Way of Southeast Alaska will recognize and celebrate organizations that achieve **80% participation** among employee donors. Tell your fellow workers that broad participation in the campaign is the key goal.

What do you say?

Remember three things and you'll do a very effective job:

- Personalize your comments
- Talk about payroll deduction
- Ask for a contribution

Personalize your comments

Talk about one or more of the charities with which you have had personal experience.

Share the story of someone you know who was helped by a United Way agency.

Tell them at least 83 cents of every dollar collected will be forwarded to the agencies.

Tell them their gifts will help thousands of people who really need help.

Talk about payroll deduction

Encourage a payroll deduction because it is an EASY way to give. (It will also usually be larger than a cash gift).

Talk about how a small amount from each paycheck translates into a large gift that will help many people in different ways.

Ask for a contribution

Once you've finished your talk, ask for a contribution and be ready to help donors fill out pledge forms.

Signatures of donors are required only for payroll deduction authorization.

Give the donor the pink copy of the completed pledge form. The yellow copy goes to your payroll department.

STEP 4: Say "Thank You"!

Share information

Report regularly about the progress of your workplace campaign, thanking those who have pledged already.

Put it in writing

Send "thank you" letters (signed by your CEO) to each donor. Leave a thank you note on donors' desks or make a personal call to show your appreciation.

Celebrate your achievement

At the conclusion of the campaign, celebrate your organization's generosity at a group meeting with an announcement, snacks, and applause!