

The Regional Business Council



Overview

The Regional Business Council and the United Way have enjoyed a strong partnership with aggressive growth and outstanding success. As we continue to look at ways of expanding this support, we realized that there are some excellent campaign practices being utilized by RBC companies and their teams.

We have collected many of the best ideas and strategies to share with you to help increase and grow your United Way campaign efforts. In addition, we also believe these best practices will add some fun and energy for your employees as they support the community through your United Way campaign.

On the following pages you are going to find ways to **“Pump Up Your United Way Campaign.”** We have created six different exercises that you can use to increase your results with demonstrated best practices that your fellow RBC members are using in their own campaigns. So, it is time to exercise your way to better results and a stronger campaign.





Pump Up Your United Way Campaign

Exercise #1 – The Company Gift

1. Utilize your company gift to match the employee's contributions. This can be a dollar for dollar or other percentage match to encourage your employees to increase their contributions.
2. Strengthen your Leadership Giving program by utilizing the corporate dollars to match current and prospective Leadership Givers to jump them to a new level or encourage new Leadership Givers.
3. Increase your campaign results by matching the new dollars from your employees or new gifts in the campaign.
4. Grow the results by adding dollars into the campaign based upon meeting levels with your employees' participation.
5. Expand the current corporate gift by the suggested annual increase of the RBC or community campaign goal.



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Exercise #2 – Leadership Giving

1. Increase the results by either joining the Alexis de Tocqueville Society (\$10,000+) or increasing your current Tocqueville gift. Also look at your direct reports to cultivate their involvement and participation at the Tocqueville level.
2. Appoint an influential woman in your firm to lead the Women's Leadership Giving Initiative within your employee campaign. Utilize the RBC Women's Speakers Bureau to discuss the importance of Leadership Giving.
3. Appoint an influential African-American in your firm to lead the Charmaine Chapman Society within your employee campaign to increase the support for this target audience.
4. Implement and highlight the Leadership Giving program within your employee campaign. The levels are \$1,000, \$1,500, \$2,500, \$5,000 and \$7,500 up to \$9,999.
5. Utilize the RBC Diversity Match to cultivate new Leadership Gifts within your campaign.



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Exercise #3 – Employee Campaign

1. Hold a kickoff to signal the start of your campaign. The visible involvement of the RBC member also highlights the importance of the message. Offering food can help attract a larger crowd.
2. Show the United Way video to illustrate real life examples of local individuals who have been helped.
3. Have a speaker from a United Way agency come and speak to your employees on the impact to the community through their support.
4. Recruit one of your employees who has been helped by a United Way agency to speak at your kickoff or employee meetings.
5. Utilize the Campaign-In-A-Box format and choose the campaign strategy that works best for your firm and employees.



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Exercise #4 – Incentives

1. Offer a parking space in a prime location either by a raffle, auction or gift increases during the campaign. For longer impact, utilize the space throughout the year rotating the winners until the next campaign.
2. Offer casual days as a way to raise excitement and motivation. This can be done by turning in an increased pledge card or paying for the privilege to be casual during set dates by the company.
3. Provide a day off for attaining your goal – either dollar or percentage increase.
4. Utilize prizes or giveaways during the campaign. Company tickets or box seats to the Cardinals, Blues or Rams is a great way to encourage participation or increased giving.



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Exercise #5 – Special Events

1. Hold a silent auction to raise awareness and increase total dollars raised for the United Way. Gifts can be items donated from the firm or upper management. Themed gift baskets are very popular.
2. Organize a potluck to bring the employees together in a relaxed, fun environment.
3. Utilize a Chili Cook-off where the employees pay a nominal fee to sample the participants' chili.
4. In multi-story buildings, have an airplane toss or nerf-ball toss at a target. Entrants pay a fee to participate with the winner being the closest one to the target.
5. Implement a book sale where employees bring in their old books to sell during the campaign. All proceeds from the sale go to United Way.



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Exercise #6 – Thank You

1. Bring together all employees to celebrate the results with a breakfast or luncheon provided by the company.
2. Send a letter or e-mail to all staff highlighting the results from the campaign and thanking them for their support of the community through United Way.
3. Offer “I contributed” buttons or a United Way balloon to everyone who contributes to the campaign to thank them for their support.
4. Organize a reception hosted by the company to thank key donors or volunteers of your campaign effort.
5. Implement a cook-out or luncheon where the senior management cooks and serves the lunch for the staff.



Summary

We hope that you will find these ideas to be useful and helpful in strengthening your United Way campaign. Even with all of these proven campaign strategies and tactics, your campaign should be customized to fit the culture of your organization. This is not a one-size fits all effort.

In that mind-set, the RBC committee and the United Way are offering to be your “personal trainers.” We are ready to come out and help you build the best campaign for you and your employees. It should fit within the constraints of your culture, time and resources in which you are allowing for this to take place.

Our idea behind creating this best practices handbook is to help you increase your results and grow the overall support of the community through the RBC United Way effort. We are looking for your continued support and assistance in raising more dollars to help those in need through the most efficient means in our community – the United Way.

Thank you for your investment of the RBC United Way campaign.



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