

# SIX DAY CAMPAIGN

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## FRIDAY

(You, as Employee Campaign Manager, distribute a United Way brochure and personalized pledge card)

Card: "Sioux Empire United Way is hoping you will 'chew-z' to give next Friday"

Gift: A stick of chewing gum

## MONDAY

Card: "Please 'chip' in on Friday and make a difference"

Gift: Two chocolate chip cookies

## TUESDAY

Card: "Don't forget to 'pop' into our rallies on Friday"

Gift: Can of pop

## WEDNESDAY

Card: "Help us to sweeten someone's future by giving to United Way on Friday"

Gift: A piece of chocolate

## THURSDAY

Card: "We are fortunate to be a part of this community. Your chance to make a difference is coming on Friday."

Gift: Fortune Cookies

## FRIDAY

Card: "Thank you for saying 'yes' to helping others."

Gift: A United Way lapel pin or sticker

## Additional Tips

- You, as Employee Campaign Manager, should include a letter on the first day explaining this is the United Way campaign.
- Explain that the pledge form should be completed and returned by Friday (Those who do not wish to contribute must place an X on their ledge form, sign it, and turn it in.)
- Explain any incentives, drawings, or special events.
- Assure donors they can contact you with any questions.
- Connect with your Campaign Consultant if you have any questions.
- Say Thanks!