

CAMPAIGN CART

The Problem:

In some work environments not all employees are able to leave their work stations to attend company wide rallies.

The Solution:

Take the campaign to those employees!

What You Need:

Rolling Cart	Beverages
TV/DVD	Snacks
United Way Campaign Video	Incentive Gifts
United Way posters	Brochures/Pledge Cards

The Set Up:

Decorate the rolling cart with United Way posters and information. Place the TV/DVD on top of the cart so that the United Way video can be played. Stock the cart with beverages and snacks for the employees to enjoy as well as the United Way brochures/pledge cards and incentives.

Action!

Working with the department managers, set up times to “roll thru” each of the departments where employees are not able to leave their stations. The ECM or UW volunteer then does a five minute presentation and gives these employees the opportunity to make a pledge. The video can either be a part of the presentation or it can be looped in the background with low volume. These presentations should be made 24/7 to reach all employee shifts

At the close of the presentation employees are given snacks and encouraged to make their donation in a relaxed, no-pressure atmosphere.