



UAB
BENEVOLENT FUND

Give Help, Give Hope.

Plan Your Campaign

Campaign Analysis

What percentage of employees contributed? _____

What was raised last year? _____

Campaign Goal: What will be the percentage of increase (if any) for this year? _____

Set a high participation goal. Ideally, everyone would give to the Benevolent Fund. We will get there if the expectation is that EVERYONE can give SOMETHING. Yes, it is hard to get to 100%, but work towards that goal. You may have benchmarks to help get you there such as if 80% of the department participates: "x" will happen and if 90% of the department participates "y" will happen, then go for 100% to have "z" happen.

List changes in your department that would impact the goal?

Benevolent Fund Education & Solicitation

Theme: GIVE HELP, GIVE HOPE

Impact Areas: **United Way**
 Community Health Charities
 Independent Agencies
 Employee Emergency Assistance Program

List ways you will educate employees. List ways you will reach the employees of your company.

How will you get the Benevolent Fund message and mission to your employees?

Plan a Fun EVENT for your Campaign
Example: T-shirt Sale/Blue Jean Day/Bake Sale/Silent Auction

Facilitate an event that coincides with your employees' interest, campaign strategy or plan.

INCENTIVES
WHAT'S IN FOR ME

People love to win FREE stuff (drawings for door prizes such as gift cards or preferred parking space, casual day for everyone). Once you get your team together, take a few minutes to think of connections you have with people to potentially get some door prizes. Even if it's just a place where you often go out to eat, try to get a lunch for two. List some incentives you can give to increase employee participation.

Campaign Wrap-Up

How will you wrap up your campaign?

List ways you can "THANK" the employees for their participation in the campaign?

UAB Benevolent Fund
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