

## **VETERANS CHALLENGE FOR EXPERIENCED COORDINATORS SMALL COMPANIES**

### **PROBLEM SOLVING SCENARIOS**

**SCENARIO #1** – Your company has a long tradition of high employee participation and generous average gift amounts. Typically 10% of your pledging employees have been giving at the leadership level. But in March of this year, 10% of your employees are laid off and no money was available for annual salary increases for the remaining employees. Further layoffs are not expected in the coming year.

How will your committee plans change? What key strategies will you use to overcome “the mood” in your office?

**SCENARIO #2** – Your company has had a strong yet stable employee campaign over the last 5 years. The same employees are active and contributing members each year. But business has been booming in the last year and the employee numbers have grown by 25%.

How will your committee plans change? What key strategies will you use to capture this new group of employees?

**SCENARIO #3** – The 150 employees of your company are spread out among 5 different office locations in the Greater Hartford area. Typically the office where the CEO and the United Way coordinator are located account for 50% of the funds raised.

What changes need to be made to your committee structure? What new strategies can take advantage of your five-office structure?

**SCENARIO #4** – While your company CEO is supportive of the United Way campaign, your planning committee will have a “no spending allowed” budget to help make your campaign a success.

What special events can you conduct for no cost? What incentives can you provide at no cost to the company? Can you still provide education and publicity?

**SCENARIO #5** – You have a veteran employee who had a bad donor experience last year, and vows to never give again. Or you have an employee with a family member that had a negative experience with a United Way funded agency.

What steps can you take to prevent this employee from having a negative impact on your company campaign? Can your United Way staff contact help with the situation?