**Penn’s Way Message Toolkit**

**Initial Message from office/center leader:** we encourage you to talk to the leadership in your office and ask them to send out an email to staff about Penn’s Way. You can facilitate the communications by drafting a message for your unit leadership.’ Which I’ve included here.

Welcome letter:
Hello,

I’m very pleased to announce the opening of the 2017 Penn’s Way Campaign, which will continue through November 11. This annual workplace charitable giving campaign provides an opportunity for staff to support their favorite local charities with ease, and for the funding to do the most good when combined with others’ donations. The three partner agencies, United Way, Center for Responsible Funding and Penn Medicine represent a wide variety of organizations that are both worthy and in need. Visit [www.upenn.edu/pennsway](http://www.upenn.edu/pennsway) today in order to participate. You may do so with a check, credit card, or by payroll deduction (which take effect in the new calendar year).

Our [unit name]’s participation goal this year is **percentage**%, which is an increase of ____ over last year’s total of ____. I’m sure we can meet this goal, if not surpass it! If you have any questions about the Penn’s Way Campaign, please contact our campaign coordinator (or captain) __________ (include email & phone, if appropriate). And remember – the campaign holds weekly raffles, and everyone who participates has a chance to win a prize!

Giving is Penn’s Way – won’t you login and participate today? Thank you.

Sincerely,

Dean/VP/Department Chair/Leader

You might want to close with an inspirational quote or image.

**Every Monday, Tuesday at the latest, you’ll want to send out an update from your Dean/VP/Department leadership.** In drafting this communication for his or her convenience, you might provide:

- The latest participation statistics for your unit
  - If possible, in comparison to the same period last year
  - Progress toward your unit’s overall participation goal
  - Be sure to include shout-outs to individual groups that may have achieved a milestone
    - A team has already achieved 100% participation
    - A team has surpassed prior year’s participation number
• Include special recognition of their coordinator’s contribution to the group’s success

• Update on the status of the campaign overall (from the weekly emails from the campaign)

• Announce the winner of the weekly raffle (from Campaign emails) - remind staff that they could be raffle winners, there are X number of additional weeks in which to win

• Encourage staff to go to the site (www.upenn.edu/pennway) to sign up, and a reminder about check, credit card, payroll deduction or ‘contributing elsewhere’

• Close with an inspirational quote to encourage folks to stay engaged

Raffles:

Can I have my own raffle to spur excitement in my department?

The simple answer is yes. Please note:

• No individual prize can be valued at more than $100 (the winner is otherwise responsible for income tax on the prize)
• No individual prize can be cash or a cash-equivalent (Amex, Visa, MasterCard gift cards, for example) in any amount
• Gift cards (under $100) for goods or services (stores, restaurants, movie theaters, etc.) are permitted
• Ideally, your raffle prizes will be promotional items you have in your office from other events (“leftovers”)
• If your manager and your budget permits, you can purchase raffle prizes, but keep in mind the dollar amount restriction
• Take care in soliciting suppliers for prizes
  • They were very probably already solicited for the campaign-wide raffles
  • You can check with Tracy Hawkins, Campaign Raffle Coordinator (hawkinst@upenn.edu), to see if they have or not, and to get a form letter if you choose to solicit
  • Remember about the dollar limits; suppliers don’t always adhere to the instructions provided
• Many schools/centers/departments’ offer a “grand prize” of a day off from work, and this is permitted, provided:
  • The unit leadership approves the prize before it is publicized
  • The winner knows that he or she has to schedule their day off with the permission of their supervisor
• FYI, there are six “regular” weeks and the last (seventh) is your “grand prize” week if you choose to organize it that way
• How do you pick winners? One method is to use your weekly report.
  • Sort the data by one method (perhaps “entered date”) so you have all of the participating individuals in one grouping
  • Identify the highest number line on the spreadsheet
  • Ask co-workers to pick # (depending on how many prizes you have) numbers between 2 – highest number
  • Those are your winners
Notes:
  • remove winners from the report who won in previous weeks before you start picking your new winners
  • you might also check against prior year winners to try to give more people a chance to win

• Announce your winners in your weekly campaign update to keep the energy high!

Add logos, send posters and the flyer