



# Online Survey Promotion Contest

BY ANNA HILTON



The payroll team at Greyhound Lines, Inc. shows off its NPW spirit. From left to right are: Kris Chandra, Payroll Staff Accountant; Dianne Kennedy, HR Associate; Kim Mays, Systems Specialist; Yolanda Huerta, Payroll Associate; Alice Jones, HR Associate; Denise Moore, CPP, Payroll Operations Manager; and Anne Marsh, Director, Payroll and Accounts Payable. Joanna Holden, CPP took the photo.

The second annual Online Survey Promotion Contest motivated individuals and groups to increase NPW awareness by encouraging workers to take the NPW Online Survey, "Getting Paid In America," on the official NPW Web site at [www.nationalpayrollweek.com](http://www.nationalpayrollweek.com). Participants could take the survey, and at the same time, enter for a chance to win a free paycheck and a trip to Las Vegas, NV.

While promoting NPW throughout the nation, chapters helped America's workers appreciate the detailed process involved in preparing paychecks, the importance of receiving paychecks, and the invaluable role that payroll professionals have in their companies and lives.

Several of APA's local chapters publicized the online survey at their offices and within their communities. Some chapters provided literature or promoted the online survey at charity events, schools, churches, theme parks, shopping malls, during telethons, in newspapers, and during face-to-face conversations with strangers during everyday situations.

The entries were extraordinary this year, and the campaigns used to generate interest in the survey were the most successful to date. Below are the winners for the 2004 Online Survey Promotion Contest:

**First Place—Denise Moore, CPP, Greyhound Lines, Inc.**

**Second Place—Susquehanna Valley Chapter (submitted by Beverly Tracey, CPP; Linda Taylor, CPP; Sherry Murphy, CPP; Heidi Daugherty, CPP; and Deneen McCormick, CPP)**

**Third Place—Mary Kazmierczak, CPP, ADP—Chicago Region**

## Honorable Mention—Alicia S. Milligan, CPP, GMAC Commercial Mortgage Corp.

The **First Place** winner, Denise Moore, CPP with Greyhound Lines, Inc., promoted the online survey and NPW extensively within her own company and externally to companies that interface with Greyhound.

The payroll department chose an Olympic theme to promote NPW awareness. A picture of "The Olympians of Finance" was displayed on the company's intranet, along with a link promoting NPW and encouraging all Greyhound employees to join in the celebration by taking the online survey.

A general bulletin was sent to all Greyhound terminals and offices and forwarded to other companies, reminding employees to take the survey and have a chance to win a paycheck and a trip to Las Vegas. Olympic festivities also continued throughout the week with trivia games and food.

**Second Place** was awarded to the Susquehanna Valley Chapter for its promotion of the survey to chapter members, coworkers, and the public.

Approximately 30 members took the online survey at a chapter meeting, and members were encouraged to promote the survey to their coworkers. Using a promotional poster and a computer, the chapter gave mall patrons the opportunity to take the NPW survey. Everyone who took the survey received an NPW prize.

This year's winner of the free paycheck and Las Vegas trip (see related story on page 45) was a coworker of one of the members.

Mary Kazmierczak, CPP of ADP's Chicago Region, who won **Third Place**, promoted the online survey to coworkers, clients, acquaintances, strangers, and the media.

She sent e-mails and flyers to associates with a link to the online survey. She e-mailed the NPW American Greetings e-card to associates and client contacts, reminding them of the survey and an opportunity to win a free paycheck and trip for two to Las Vegas.

Along with mentioning the survey in conversations with acquaintances and strangers, she left flyers at local businesses and as part of her tip during Friday night dinners. In her requests for NPW proclamations, and in letters to various newspapers, radio, and television stations, she also included the flyer promoting the survey.

Alicia S. Milligan, CPP of GMAC Commercial Mortgage Corp. earned an **Honorable Mention** with her company-wide promotion of the online survey.

The week before NPW, she sent an activities-at-a-glance e-mail encouraging employees to take the online survey, participate in trivia contests, and learn more about payroll benefits.

During NPW, e-mails were sent to more than 2,000 employees that featured a link to the survey and some trivia. Tent cards were also placed on cafeteria tables, reminding employees to take the online survey and have a chance to win the Vegas trip and a free paycheck. In addition, the payroll department created displays containing flyers with the link to the online survey and more information payroll benefits.

## Chapter Promotion Contest

APA's local chapters demonstrate the NPW spirit each year through special events, celebrations, education programs, and public awareness activities. And what better way to promote NPW than to have your chapter proudly wear or display NPW merchandise during these events?

Eighty-five APA chapters from around the country purchased NPW sponge balls, canvas totes, shirts, balloons, water bottles, pins, mouse pads, erasers, lollipops, party packs, and other items to help celebrate NPW this year. NPW merchandise is a fun and visible way to spread the word about the importance of NPW to your supervisor, coworkers, company, and the community.

Here are the winners of the 2004 NPW Chapter Promotion Contest:

- First Place—Chicago Chapter**
- Second Place—Orlando Chapter**
- Third Place—Hampton Roads Chapter**

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