

# CAMPAIGN BEST PRACTICES

GIVE. ADVOCATE. VOLUNTEER.

**LIVE UNITED**™



United Way  
of the Ohio Valley

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# Develop a Plan

United Way will help you assess the strengths of last year's campaign and suggest areas for improvement.

## 1. Where to begin

- Schedule a meeting with your CEO to obtain his/her support and discuss the following: campaign; campaign incentives; having a Leadership Giving Chair; recruiting a Campaign Team which will include a Steering Committee, along with Team Leaders and Floor Coordinators if necessary; & taking Steering Committee on a tour of United Way agencies (United Way can schedule this for you.)
- Schedule a meeting with your United Way staff partner to review your company's campaign history, analyze campaign data and establish ongoing meetings
- Recruit a campaign steering committee among your co-workers

## 2. Set goals for the campaign. Consider setting your goal by:

- Increasing employee participation
- Increasing the number of people who give through payroll deduction
- Asking employees to consider increasing their gift from the last year
- Adding Leadership (donations greater than \$1,000)
- Increasing the number of contributors by department
- Asking for a corporate gift or match

## 3. Develop a Timeline

- Meet with campaign steering committee and schedule future meeting dates
- Schedule tour dates and contact United Way office for assistance
- Best time to run the campaign (start and end dates)
- Length of campaign
- Involvement of all company locations (where appropriate)

## 4. Run The Campaign

- Implement your campaign plan
- Publicize the campaign
- Hold company meetings (consider inviting a United Way agency to speak)
- Ask employees for their pledge/donation using paper forms or online pledging
- Schedule volunteer projects or Day of Impact activities

## 5. Wrap Up the Campaign

- Say thank you
- Report Results
- Collect feedback and ideas for use the next year

# Sample Campaign Timeline

Below is a sample timeline that can be used for a workplace campaign.

## 12 Weeks Prior to Kickoff

- CEO should select an Employee Campaign Manager
- Have first campaign planning meeting with United Way representative
- Consider recruiting a Leadership Giving Chair
- Finalize steering team and campaign volunteer structure

## 10 Weeks Prior to Kickoff

- Begin steering committee meetings (meet once per week until campaign)
- Hold meeting with steering committee and United Way staff partner to develop specific objectives and strategies surrounding different departments and special projects (campaign communications, volunteer activities, tours, campaign kickoff, Leadership Giving campaign, campaign wrap-up and celebration, etc)
- Begin discussions about using paper pledge forms or about having an online campaign (some workplaces do their pledging online)

## 6 Weeks Prior to Kickoff

- Set overall campaign goal
- Develop Leadership Giving strategy, identify prospects and set events
- Finalize theme and communication plan
- Develop volunteer training schedule, meeting agendas and materials
- Have committee identify department coordinators at a 1:25 ratio (if necessary)
- Develop Day of Impact projects

## 4 Weeks Prior to Kickoff

- Train department coordinator
- Execute campaign posters, web messages and other communications vehicles

## 2 Weeks Prior to Kickoff

- Begin Leadership Giving campaign
- Have Leadership chair follow up with prospects
- Train team leaders

## 1 Week Prior to Kickoff

- Kick off Leadership Giving campaign
- Have Leadership Giving Chair follow up with prospects
- Begin Day of Impact volunteer opportunities
- Share real United Way success stories through your Intranet site or emails

### **During the Campaign**

- Have general employee kickoff event
- Send initial pledge email and reminders, if appropriate
- Share daily campaign tracking report with campaign steering committee
- Host department events to raise awareness and increase participation in pledging
- Continue employee education meetings with United Way
- Continue Day of Impact opportunities

### **After the Campaign**

- Send appreciation letters to volunteers
- Hold general campaign celebration
- Thank donors who supported campaign
- Hold meeting to discuss campaign outcome and evaluate for next year



# Set a Campaign Goal

After you review and analyze your giving history with your United Way staff partner, it's time to set your campaign goal. There are a number of options listed below, but it is important to identify what will work best for your company. For example, if your campaign has high participation, then focusing strategies around increasing a donor's average gift will have a greater impact.

Many top campaigns set a goal for their entire company while also identifying a stretch goal for their campaign steering committee.

## **Option #1: Increase Participation**

*(Best Practice: Increase participation level to highest in recent history)*

Increased Number of Donors x Average Gift = Goal

\_\_\_\_\_ x \$ \_\_\_\_\_ = \_\_\_\_\_

## **Option #2: Increase Average Gift**

*(Best Practice: Increase average gift to highest in recent history)*

Increased Average Gift x Number of Donors = Goal

\$ \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

## **Option #3: Increase Participation and Average Gift**

Increased Average Gift x Increase Number of Donors = Goal

\$ \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

Some companies will set goals for other areas of the campaign as well. This can include things like 100% return of pledge forms, a goal for number of first time givers, a goal for number of Leadership Givers, or a goal for number of volunteer hours.

# Involve Your CEO

Engaging your CEO or local senior manager is the most important action you can take to make your campaign as successful as possible. It is also critical to engage other managers, because most employees may not have regular involvement with your most senior executives.

## **A CEO's visible and personal support will:**

- Set an excellent example of involvement that managers and team members will follow
- Raise participation
- Give your campaign team access to a budget
- Ensure a corporate gift
- Increase enthusiasm for the campaign
- Show the company's support of United Way and local community

## **Your CEO or local senior manager can be involved by:**

- Meeting with United Way leadership and volunteers in a CEO call
- Publicly (to your employees at kick-off time) pledge a generous Leadership gift
- Making a new Corporate Gift or establishing a new employee match
- Appointing a senior executive to chair the Leadership Giving campaigns
- Speaking at campaign trainings, meetings and events
- Endorsing the campaign through e-mails, letters, personal success stories and attend at campaign events
- Establishing a budget for campaign events and materials
- Confirming an existing corporate contribution or increasing the gift

## **Bright Idea**

The CEO of MPD makes sure to be involved throughout the campaign and lends his support for the effort. This endorsement is demonstrated by holding mini-meetings with all new employees who are not familiar with United Ways work; providing a company-wide luncheon; encouraging employees to be creative throughout their campaign by hosting events such as pumpkin carving contests, tricycle races, etc; and thanking all employees for their support during the United Way campaign.

# Recruit Your Campaign Team

A thoughtfully assembled team of campaign volunteers will increase the success of your campaign and make your job much easier.

## **Campaign Steering Committee**

Your Campaign Steering Committee will help you manage your company's campaign and communicate with employees about United Way. Ask your CEO or local senior manager to help recruit people from all levels of your company, from each department and from every location. Identifying a co-chair to serve as a resource will not only help this year, but also help provide continuity during future campaigns.

The Campaign Steering Committee will:

- Help you review the prior campaign and share new ideas
- Help you recruit Team Leaders, if necessary
- Assist in developing your campaign strategy
- Be vital in carrying out your campaign plan

It is critical that you:

- Work with your United Way staff partner to conduct a training session during the first Campaign Steering Committee meeting. The best location is at a United Way agency, where your volunteers can see their campaign dollars at work in the community.
- Establish specific duties for each campaign team member. All responsibilities and time commitments should be communicated when recruiting volunteers. Duties include organizing volunteer trainings, setting up key events, arranging education opportunities for employees, and tracking and communicating campaign results.
- Keep your team engaged and informed. These co-workers will become your best advocates for United Way!

## **Team Leaders**

Team leaders can help you ensure that the United Way message reaches every level of your company. If you have a large company of 1,000 or more employees, you might recruit another level of volunteers (for example, Floor Coordinators would report back to Team Leaders) to help reach all employees.

Team leaders will:

- Coordinate efforts to educate fellow employees about United Way
- Build excitement for the campaign and encourage all to LIVE UNITED
- Make the personal ask and follow up with their assigned employee groups
- Answer co-workers questions about United Way



It is critical that you:

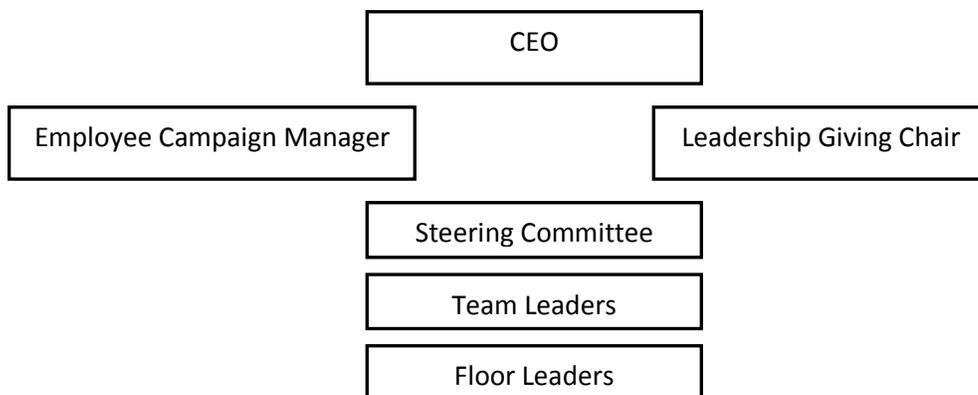
- Recruit one team leader for every 25 employees. At this ratio, each team leader can make personal contact with every employee in the group.
- Make sure team leaders know the names and locations of every employee for which they are responsible.
- Work with your United Way staff partner to conduct a training session, preferably at a \ United Way agency. To be a resource for others, the team leaders will need to have a real understanding of how United Way works in our community.
- Communicate with team leaders throughout the campaign, updating them on your progress as a team and celebrating your successes!
- Thank team leaders at the conclusion of the campaign. This may be through a personal note, a reception or a special gift.

You should work to position being a Steering Committee and Team Leader as an honor. By making your campaign team visible throughout your company, you help generate enthusiasm among current and future volunteers.

#### **Who Makes a Good Campaign Team?**

- Energetic and enthusiastic staff members who enjoy working as part of a group.
- Emerging leaders in your company
- Well-respected new or seasoned staff members of all levels
- Staff members who LIVE UNITED and have an interest or demonstrated commitment to improving our community, such as by serving on a United Way committee/board or serving on United Way funded agency's committee/board
- Employees who have benefited from programs supported by United Way

**Sample Campaign Team Structure:** depending on the size of your company, you may not need all of these subcommittees.



# Campaign Team Jobs Descriptions

The right way to develop a team of campaign volunteers for your company depends on the size of your company, the objectives of your campaign and other factors. The following list of campaign volunteer titles and responsibilities gives you a starting place you can use to give your campaign volunteers a clear sense of what role each plays in the success of your overall campaign. As a reminder, be sure to communicate these roles and responsibilities to the campaign volunteers.

**Note: Don't forget to include your United Way staff partner as part of your team!**

Your United Way staff partner can also help you organize your campaign volunteers to make everyone as effective as possible.

## **CEO or Senior Manager**

- Support the campaign
- Endorse Leadership Giving campaigns
- Select Employee Campaign Manager (ECM), campaign co-chair, Leadership Giving
- Increase corporate gift

## **Employee Campaign Manager (ECM)**

- Develop campaign timeline with United Way staff partner
- Serve as liaison between Campaign Committee and United Way staff
- Coordinate execution of overall campaign plan
- Organize campaign team
- Arrange campaign meetings and trainings
- Monitor results
- Serve as central contact person for United Way campaign

## **Campaign Co-Chair**

- Provide primary backup to ECM and prepare to serve as ECM next year
- Oversee the subcommittees and track progress toward objectives such as distribution and collection of pledge forms, as well as trainings for Campaign subcommittees
- Help coordinate execution of overall campaign plan
- Organize campaign team meetings and trainings

## **Leadership Giving Chair**

- Coordinate Leadership Giving campaign
- Assist ECM with communication to current and prospective Leadership Giving donors

## **Bright Idea**

US BANK uses an extensive team of employees to implement their campaign. Job roles are defined and United Way is involved in the process from the very beginning. This crucial group of employees actually 'volunteer' to represent their department and work with their co-workers to ensure that every employee has the opportunity to participate in the United Way Campaign.



## **Campaign Committee**

The most successful campaign committees involve people at all levels and divisions within a company:

- Executives provide key support and endorsement
- Communications and marketing can help with campaign promotion and publicity, as well as year-round communications about United Way
- Finance and payroll endorse payroll deduction procedures, and provide ongoing tabulations to help ECM track results
- IT can help set up the electronic giving system
- Human resources and personnel recruit coordinators, plan and organize training and help schedule and plan employee meetings and service provider tours
- Unions (if applicable) endorse and support campaigns, plus attend and speak at key employee meetings

When you can draw on all of these diverse skills, the Campaign Committee can organize into subcommittees that each focus on one key aspect of your United Way campaign:

### **Reporting**

- Prepare personalized pledge cards or follow up materials
- Provide ongoing tabulations or monitor electronic campaigns to help ECM track results

### **Education**

- Coordinate education meetings for employees and management
- Develop training agendas and materials for Team Leaders and Floor Coordinators
- Compile final sets of materials for employee packets

### **Kickoff**

- Develop kickoff agenda
- Coordinate speakers, theme, decorations and incentives



### **Recognition**

- Coordinate and secure incentives for those who give at particular levels, return their pledge cards early or enroll in payroll deduction.
- Develop procedures and events to properly thank donors after the campaign

### **Publicity**

- Develop campaign promotion and publicity
- Plan and coordinate year-round communications about United Way

### **Volunteer**

- Develop Day of Impact volunteer activities during the campaign

### **New Hires**

- Coordinate year-round ask for new employees to consider giving to United Way as part of the standard new-employee orientation

### **Retirees**

- Endorse campaign among retirees
- Coordinate lunch to thank retirees for supporting campaign

### **Team Leaders**

- Take responsibility for communicating about the United Way campaign to 25 employees and the best practice is to maintain a ratio of 1 team leader for every 25 employees
- Attend training session
- Organize and attend information meetings for employees as needed
- Meet one-on-one, if necessary, with assigned co-workers to respond to questions and ask for a gift to United Way
- Collect completed pledge cards from employees

### **Floor (or Building, Site or Department) Coordinators**

- Coordinate United Way campaign efforts related to a floor, building, site, department or function/marketplace group — there should be one coordinator for each group
- Attend training session
- Recruit and manage team leaders within their areas
- Schedule, organize and attend educational meetings and Day of Impact volunteer opportunities for employees
- Monitor campaign progress in functional area and report to ECM
- Promote United Way in building, site or department and provide leadership and support to team leaders

# Leadership Giving Campaign

A Leadership Gift is a donation of \$1,000 or more. Donations at this level are a crucial part of a successful and robust employee campaign. Leadership Givers are leaders in the community who support long-term investments in our community.

The steps for implementing a Leadership Giving Campaign are very similar to conducting the overall campaign.

- Recruit a separate Leadership Giving Chair to lead the Leadership Giving effort.
- Consider recruiting other team members to help with the Leadership Giving Campaign if it is an especially large group.
- Develop a list of prospects to solicit as part of the Leadership Giving campaign. Prospects can be based on salary level, position within the company and/or past giving history.
- By understanding your prospect list you can develop goals for Leadership Giving around retention of current donors, growing donations of current donors and recruiting new donors.
- Host a leadership event such as a meeting, breakfast, luncheon or happy hour where information can be presented about Leadership Giving. Follow up with each prospect after the event.
- Once the ask has been made and volunteers are following up with prospects, start tracking responses which will help you target and improve their experience.
- Promote Leadership giving as a way to get involved with United Way even further.



# Promote and Publicize

Education, storytelling and information are the keys to reaching your fundraising goal. United Way can help you create an atmosphere of enthusiasm as you inform employees about how their contributions help United Way change lives forever in our community.

Promote your United Way giving campaign as a short, fun event that happens once a year. Inform employees of campaign dates and provide them with information using the following resources.

## Timeline to Promote a Campaign:

### Before:

- Raise awareness of upcoming campaign
- Thank donors for their previous support
- Share a schedule of campaign activities

### During:

- Information about how to pledge
- Success stories and personal stories
- Scorecards
- Messages asking for donations
- Employee education
- Campaign videos
- United Way speakers
- Awareness events
- Advertise incentives or matching corporate gifts

### After:

- Highlight campaign results
- Thank donors for contribution

## Promotion Ideas:

- Group presentations
- Letter from your CEO
- Posters
- Kiosks
- Flyers
- E-mail messages
- Employee testimonials (print or video)
- Volunteer projects
- Company newsletter (printed or electronic)
- Lunchroom table tents
- Intranet site
- Success stories
- Personalized company campaign video

## Bright Idea

The campaign team at Owensboro Municipal Utilities (OMU) promotes their campaign all year long. They tour United Way agencies and also take on projects that help agencies such as painting, fencing, & outside beautification. For many years different groups of OMU employees have been able to witness first-hand how their dollars make a huge difference in the lives of children, youth, families, & senior citizens. When campaign meetings begin, OMU employees proudly share with their co-workers what they have experienced by being involved with and supporting United Way.

# Employee Education

## Making the Ask

This is by far the most important step of an employee campaign.

**The number one reason people do not give is because – they were never asked.** It is important to allow every employee to make an educated, personal decision about giving to United Way.

### Include Everyone

- Start at the top – ask company leadership to set the example by making their contributions early
- Include off-site and remote employees

### Educate Employees

- Hold a campaign kickoff or rally to start your campaign
- Create options for an online meeting to reach remote employees or those who can't leave their desk
- Keep the meeting brief, lively and informative
- Thank employees for their participation
- Some campaign teams make individual peer-to-peer asks for support.
- Highlight corporate support, especially if your company has a program in place that matches employee donations

### Bright Idea

The key focus of the campaign at Domtar Paper Company, LLC & USW Local 1261 is make sure every employee is familiar with United Way. All parts of the campaign, such as training, volunteer activities, and 'Making the Ask', have education woven into their plans to provide an understanding of United Way programs and the importance of individual employees' support.

## Sample Employee Meeting Agenda

THE 15-MINUTE EMPLOYEE MEETING		
PROGRAM ITEM		TIME
Welcome and endorsement of United Way	CEO/Manager	3 minutes
Changing lives forever - Making the Ask	United Way Speaker	5-7 minutes
Community Impact - Dollars of Action	Advocate, Volunteer or Service Provide Speaker	5-7 minutes
Campaign details and thank you (closing)	Campaign Volunteer	2 minutes

# Telling Your Story

United Way uses storytelling because it's the most efficient way to create a connection with another person about the causes on which we focus. You, too, can use stories to increase volunteerism and investments.

There is a reason that stories have been used since time immemorial. People respond to stories physically, we're compelled to action through stories, and they can unite and bring together communities.

If you, your campaign chair, or employees do not have a personal story or you are looking for some new examples; success stories, photos, and videos are located at <http://www.uwov.org>

When you've found the perfect story that will resonate with your company, be sure to share it with your co-workers. Here is an example:

Our volunteers know there are three basic things we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health. Yet sometimes, life does not always go the way we hope.

*When Joe, a 15 year-old boy, came to the Mary Kendall Home, he had an extensive history filled with escalating behaviors including truancy, angry outbursts, physical and verbal aggressions, property destruction, self-harming, lying, and defiance of authority. He had disrupted four foster care placements and had been sent to a juvenile detention center four times. Joe continued exhibiting these negative behaviors as he now had to live in yet another new environment surrounded by new peers, new caregivers, new rules and new expectations.*

*(YOU CAN FIND MORE OF JOE'S TRUE STORY BY GOING TO: [www.uwov.org](http://www.uwov.org))*

United Way funding assists many non-profit and human service programs that provide services to thousands of people in our community. Over the years, your noble gifts have helped United Way's efforts to respond to increasing community needs and provide vital services to people who need them the most. As you read more about Joe, you will actually see what your dollars can do. When all of us work 'Together, we can change the story'!

# Engaging Employees - Give

You can help engage employees by incorporating the following strategies in your United Way campaign. By using these strategies, you strengthen the involvement of your coworkers who already support United Way and you engage new supporters to help change lives forever in North Texas.

## Recruit Donors

- Make the ask! It is important that your ask is heartfelt and specific. People generally give what they are asked for, whether it is \$5 per pay period, a 10% increase, 1% of salary, or a Leadership gift.
- Make a personal connection by telling your United Way story or retelling a success story provided you at [www.uwov.org](http://www.uwov.org)
- Communicate to first-time donors the value of giving at any level
- Include volunteer and advocacy opportunities to enable more employees to get involved and see first-hand their dollars at work

## Retain Donors

- Thank all donors for their support
- Follow up with donors who gave in prior years but have not yet renewed their commitments
- Share donor information with United Way so that your employees can stay informed about the impact of their investment
- Promote volunteer opportunities year-round
- Provide regular updates using the success stories about how United Way is changing lives

## Grow Donors

- Establish a Leadership Giving Campaign
- Establish goals, incentives and recommended giving levels that all drive increased giving
- Expand prospect lists for Leadership Giving Campaigns
- Recognize donors for their support at all levels



# Engaging Employees Advocate

Breaking the cycles of dropouts, poverty and poor health depends on engaging the entire community. Employees at your company can join fellow United Way advocates by telling their friends and colleagues about the importance of getting involved.

## **Advocacy**

- It amplifies volunteering and your donations by focusing on systemic change
- It is easier than you think - you don't need to be an expert. It builds on your volunteering and giving experiences.
- United Way is already seeing success from relationships with elected officials and passing legislation that is changing lives

## **We Need Your Help - Become an Advocate!**

- Make your investment stretch further and get involved
- Attend town halls, meet and greets, and hearings hosted by your elected officials
- Learn more about United Way's legislative priorities by attending a training or other advocacy opportunities
- Educate the community and elected officials on United Way's work

To learn more about advocacy opportunities for groups or individuals contact United Way of the Ohio Valley @ 270/684-0668.

# Engaging Employees – Volunteer

Community engagement opportunities for corporate and community teams

## **Day of Impact**

An opportunity for workplace donors to experience first-hand the difference their contribution makes through a volunteer project in your community. A Day of Impact is a great team-building event and a great way to incorporate volunteerism into your workplace campaign. For more information go to [www.uwov.org](http://www.uwov.org) and select the Get Connected button.

## **Want to engage directly with members of the community?**

Volunteers will have the opportunity to work directly with the people who benefit from their contributions:

- Tutor or mentor middle school or high school students
- Job shadow with high school students to teach them about different career opportunities
- Be a companion to seniors by visiting residents and playing games
- Serve meals to community members in need or deliver meals to homebound neighbors
- Lead learning activities with young children
- Support job development by sorting and organizing donated products alongside community members

## **Want make spaces brighter?**

Beautification projects allow United Way organizations to save time and resources to do what they do best: serve our community.

- Landscaping and building maintenance
- Painting and space make-overs
- Playground maintenance and upgrades

## **Want to make a difference, but can't leave the office?**

You can make an impact by assembling high need items for community members:

- Assemble toiletry kits for community members who are in shelters or transitional housing
- Create activity books, snack baskets and packages for families
- Conduct school supply drives for education partners and schools
- Assemble literacy kits that include books and reading activities or make educational toys and puppets

# Say Thank You

The two most important words to remember and the ones that people appreciate the most are THANK YOU! Thanking everyone involved, from those who donated to those who helped implement the campaign, cannot be overemphasized and goes a long way to ensure their long-term support.

There are two great ways to thank donors, through United Way and through your workplace campaign:

## 1. Thank donors through United Way

- Share the details of who gave to the campaign so United Way can thank individual donors. Letting United Way thank donors will also help your campaign going forward as it helps retain donors
- United Way is also able to connect with donors who give at the Leadership Giving level

## 2. Thank donors through the workplace campaign

- Post thank you posters around your workplace
- Send thank you letters or e-Cards from the Campaign Chair, Campaign Team,
- Highlight givers of a certain level in a public space
- Host an event for donors that give at a certain level
- Give a special gift or host a special reception for Campaign Team Leaders and your Campaign Committee.
- Publicize results via your company newsletter, email or intranet
- Celebrate your success!

### Bright Idea

Rayloc encourages saying thank you throughout their campaign. They host meetings, share success stories, encourage their co-workers to get involved, & really understand the value of giving back to their community. The walls of their building proudly display United Way awards they have earned.

# Report Results

Timely reporting of the results of the campaign is an important part to wrapping up your United Way Campaign.

- Throughout the campaign, collect all cash, checks, pledge cards and other gift information
- Keep special event donations separate from individual contributions
- Where possible proof paper pledge forms submitted by donors to make sure they are filled out correctly
- If you don't use United Way's paper pledge forms, provide United Way with names, addresses and donation amounts of donors for recognition and tax purposes
- Call the United Way office and schedule a convenient time for you to bring in your United Way campaign.
- United Way will help you to properly fill out the appropriate forms

If you have questions about reporting campaign results, please contact United Way at representative or call 270/684-0668.



# Plan for Next Year

Getting an early start to next year's campaign allows you the opportunity to execute an even more successful campaign for years to come.

- Gather feedback about the campaign from senior leadership, the campaign committee and United Way staff
- Leave notes and resources for volunteers to use next year
- Identify next year's Employee Campaign Manager
- Implement a new-hires program to give new employees the opportunity to contribute when they join the company and learn more about how the organization supports the local community
- Work with United Way to develop and hold year round individual or group volunteer events
- Implement a year-round communications program that shares the impact of United Way's work in the community with your employees and offers opportunities for them to be involved outside of the campaign
- Plan to attend the Employee Campaign Manager Training Sessions next year

## Bright Idea

With such a huge and diverse workforce, the Perdue Farms, Inc team meet 'post campaign' to review ideas that worked well for their United Way Campaign. Each year a few seasoned team members stay on to mentor 'new recruits' who are excited to join the team.



# FAQs for ECMs

## **How long should our campaign run?**

The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is the perfect amount of time to kick off your campaign, get the message out effectively and make your ask without overburdening staff. An exception to this could be if you are the Employee Campaign Manager at an exceptionally large company with many different work sites or a company that has rotating shifts.

## **When should our campaign take place?**

Most campaigns take place between August and mid-November, but they can happen at a time that is best suited to your company.

## **How can employees give?**

When using a United Way pledge form, employees can give via payroll deduction, cash, check, credit card or through stock. NOTE: Some companies run an on-line campaign.

## **When does payroll deduction start?**

Payroll deduction usually runs from January 1 through December 31. United Way does not set your payroll schedule; it is a company decision.

## **I am limited on time to devote to a campaign. How can I work it into my busy schedule?**

The best way to ease the strain is to recruit a committee, assign tasks and start planning early as a team. Also, be sure to use your United Way staff partner extensively. He or she is there to help you every step of the way. Let them know your limitations and come up with a plan together to make it easier for you.

## **Are donations to United Way tax deductible?**

Yes.

## **Can employees designate their donation?**

Yes. While donating to United Way's Community Wide Care is the best way to help change lives forever in our community, donors designate their gift to individual service providers or other United Way organizations.



# Resources

Thank you for your commitment of time and energy as an Employee Campaign Manager. United Way could not help change lives forever in our community without the work that you do. Remember that the entire United Way staff is here to help you be successful, so please contact us for assistance.

## **United Way Home Page**

[www.uwov.org](http://www.uwov.org)

**Questions? Please contact the United Way office at: 270/684-0668.**

# Speakers and Tours

The United Way team works year-round to provide companies and organizations effective ways to rally and motivate employees to support the impact work of United Way.

- Educate your co-workers about the pressing needs in our community – and ways they can make a difference – by inviting passionate United Way volunteers to speak at your company.
- Seeing firsthand the impact that United Way supported programs make in people’s lives by touring a United Way agency.
- Find out about more volunteer opportunities by visiting [www.uwov.org](http://www.uwov.org) and selecting the Get Connected button.

**Request  
Speaker**

**Lead Time Needed**  
5-10 business days

**Restrictions**

Minimum presentation  
length of 5 minutes

**Tour/Meeting**

5-10 business days

Maximum of 20 people for  
a tour

More information and the ability to book these engagements can be found by calling the United Way office at 270/684-0668.



# Campaign Themes

Themes are a great way to garner excitement and interest around the United Way campaign. Trainings, breakfasts, new employee luncheons, campaign kickoffs, etc. are great places to use themes. While themes are a fun way to energize campaigns, it is important to focus on United Way's work improving lives and strengthening communities first and foremost.

- Construction Zone: "Help us Build our Community."
- Tie in with business. (ex. "Power of Giving" for an electric company)
- American Idol
- Carnival
- Western
- Game Show: Price is Right/ Who Wants to be a Millionaire?/Jeopardy
- Hawaiian Luau
- Reality TV: Survivor, Amazing Race, The Apprentice
- Olympics
- Decade themes (50's Rock & Roll)
- Hollywood/Movies
- Minute to Win It
- Football
- Baseball
- Superheroes
- Education/School
- Halloween
- Circus
- Oktoberfest
- Top Chef
- Live U-Knighted
- Racing
- Be True to Your School (high school or college)

# Special Event Ideas

Special Events can be used to add a little something extra to the campaign. In addition to raising extra funds for United Way, they are a great way to raise awareness during the campaign. Use these activities to further educate employees about United Way, thank employees for their support and have fun! Any time is a great time to schedule these types of activities.

## Key Ideas:

- Be creative
- Be strategic when you schedule events during a campaign
- Make it easy for employees to participate
- Involve the campaign team to plan and implement the events
- Have fun!

## Special Event Idea List:

Baby Picture Match Game  
Casual Day or Jeans Day  
Cube Decorating Contest  
Employee Talent Show  
Jail/Bail Out Executives  
Wii Sports Tournament  
Silent Auction  
Pancake Breakfast  
Snack Cart  
Sport Tournament  
Pumpkin Decorating Competition  
Company-Wide Garage Sale  
Flower Sale  
Dance Contest  
Book Sale  
Pinewood Derby Contest

Karaoke Competition  
Managers Serves Lunch  
Dunking Booth  
Ice Cream Social  
Office Olympics  
Parking Lot Picnic  
Chili Cook Off  
Flower Sale  
Bake Sale  
Potluck Lunch  
Scavenger Hunt  
Trivia Contest  
Pet Picture Match  
Talent Show  
Office Mini-golf  
Loose Change Collection

# Incentives

Many organizations incorporate incentives into their United Way campaign. Remember, people give when they are educated about the needs and the impact of their gift, but incentives and prizes are a fun addition to the campaign. By thinking strategically, incentives can:

- Increase enthusiasm and participation
- Increase average gift
- Encourage employees to pledge promptly
- Encourage attendance at campaign events
- Motivate volunteers or participants on the campaign team

Incentives can be incorporated into the budget for a campaign or there are many free incentives you can offer to employees. Ideas include:

- Coupons: Flee at 3; Out the Door at 4; Jean Day; Call in Well
- Covered or closer parking spaces
- Free lunch in the cafeteria
- Lunch with the CEO or other key company leaders
- Gifts from vendors or suppliers
- Jeans/Casual day passes
- Manager/CEO shaves if goal reached
- Organization logo items
- Retail gift card or movie passes
- Extra personal day
- Department competition and award
- Golf or tennis outing
- Pizza party
- Ice cream social
- Tickets to sporting or cultural events
- Discount card from local vendors

Token incentives or prizes are more effective than expensive items. Many people may react negatively to the idea of a lavish “reward” for giving to United Way, which can seem inconsistent with the spirit of giving, so use your best judgment. A good place to start is to go to your vendors for incentives. It is a great way for them to show how your business is appreciated and their support of United Way.

# Your \$\_\_\_\_\_/Pay Period

Below, you can find specific examples of how your investment in United Way supports programs that help our community in the areas of **Education – Income – Health**.

**Education:** *Helping to prepare students for success*

**Income:** *Assisting people out of poverty*

**Health:** *Improving community health across the region*

- **\$3 per pay period**
  - can provide back to school supplies for 8 children.
  - can provide nutritious meals for 116 children in an afterschool program
- **\$4 per pay period**
  - can provide swimming lessons for 14 children
  - can provide effective parenting instructions for 2 families
- **\$5 per pay period**
  - can provide training to 275 new parent about the dangers of shaking a baby
  - can provide 25 blankets for a disaster shelter
- **\$6 per pay period**
  - can provide summer camp for 3 children
- **\$8 per pay period**
  - can provide Good Touch coloring books for 96 elementary children
- **\$10 per pay period**
  - can provide new winter coats for 30 disadvantaged children
  - can provide 100 warm meals to hungry families and individuals
- **\$25 per pay period**
  - can provide vouchers for utility assistance to he elderly
  - can provide a daily home delivered meal to an elderly person for 6 months
- **\$50 per pay period**
  - can provide 11 weeks of preschool to a child of a low-income family
  - can provide 48 gallons of paint, 24 sheets of plywood, & 32 boxes of nails to help build a home for a family.