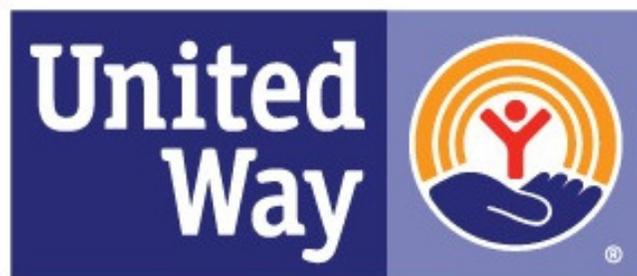


# EASY GUIDE

## To Workplace Campaigns

Give. Advocate. Volunteer.

**Live United**



United Way of the Ohio Valley

# Your commitment. Our experience.

**Together, we can create a brighter future for all.**

In today's workplaces, there are fewer resources to research, plan, implement or support meaningful and involving ways to give back to the community. That's why organizations of every size turn to United Way. A United Way workplace campaign is an engaging, time-tested way for everyone in your organization to give, advocate or volunteer. Together, you'll impact the important issues facing our region's children, youth, families, and senior citizens. All while creating a sense of teamwork and purpose that strengthens your own workplace community.

As an Employee Campaign Manager (ECM), you'll have an array of support materials to guide you each step of the way. Whether you seek advice and information online, from our printed materials, or from your fellow Employee Campaign Managers, you can count on United Way's experience as the leader in workplace campaigns. And when the campaign is over, we're your year-round partner for volunteer opportunities, advocacy, issues education and community involvement.

Thank you for being an ECM! Your time and commitment will make a difference in your organization and in the lives of so many in our community.

**Get all the information you need at [www.uwov.org](http://www.uwov.org) - then select the Campaign Central tab.**

# Good for morale. Great for the community.

## Everyone wins with workplace campaigns.

**More than fundraising.** A United Way campaign can bring your entire company together around the common goal of helping people right in our own community. Campaigns boost morale, build teamwork and promote positive values that enhance your corporate profile. Throughout the campaign, Employee Campaign Managers have a valuable opportunity to inspire, lead and manage a very important and visible endeavor.

**Do it your way.** Every company culture is different. United Way campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic focus or time and resources. Just ask your United Way office for ideas about how to use an array of resources such as the Speakers Bureau, volunteer opportunities, or our "Walk A Mile Experience" (agency tours) to showcase United Way's work.

**A big return on any investment.** We make it easy to make a difference. United Way provides a tool kit, materials, online resources and expertise to make your campaign easy and eventful.

**Expertise you can rely on.** Your United Way staff will help you bring your company's vision of philanthropy, community service or corporate responsibility to an inspiring and effective campaign.

*"It really makes a difference in our campaign when employees can come together and hear local success stories. It shows that United Way continues its work towards measureable outcomes."*

*- Chris Kamuf, Employee Campaign Manager  
Swedish Match North America*

# Winning ideas for successful campaigns.

## Engage.

### Make giving personal and meaningful.

- **Be the first to pledge.** Then, thank those that follow your example.
- **Make it relevant.** Ask people about how much they spend on coffee or other small items per week. Would they be willing to donate that money to the campaign?
- **Invite questions.** Be prepared for concerns by being knowledgeable about United Way's work.

## Motivate.

### Create specific events that inspire action.

- **Make challenges achievable.** Asking people to give \$2 per week sounds easier than \$100/year.
- **Hold an auction.** Whether it's online, silent or traditional, ask co-workers, customers and vendors to donate items and invite everyone to bid.
- **Create a competition.** Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.
- **Coupon Days.** Participants who: turn in their completed pledge form by a certain date OR increase their gift by a certain amount OR give one hours pay per month OR are new donors - are eligible for coupons such as Flee at 3; Out the Door at 4; Call in Well; Casual/Jean Day.

(Go to [www.uwov.org](http://www.uwov.org) for more info.)

## **Ask.**

**“Not being asked” is one of the top reasons for not giving. Personal contact and a positive attitude are critical to your campaign team’s success.**

- **Ask co-workers you know first.** Then, enlist them to spread the news.
- **Start off with people who already give.** Their participation will build momentum.
- **Encourage payroll deduction.** It’s easier to give smaller amounts consistently.

## **Thank.**

**Recognize everyone’s contributions to the campaign, not just their donations.**

- **You can’t thank them enough.** Say “thank you” when you pick up pledge cards.
- **Send a CEO communication.** Draft a thank you message for your CEO to send to all employees who participated in your campaign. Whether it’s an email, intranet announcement or keepsake letter, the CEO’s support can be key to success.
- **Hold a thank you event.** It can be part of another company gathering or an event all its own. Either is a great opportunity to publicly honor participants, highlight results and showcase year-round engagement opportunities.

*“After participating in the Community Investment process, I was impressed by United Way’s level of fiscal responsibility and understanding of the issues affecting our local community.”*

*- Rachel Dever, Employee Campaign Manager  
Walmart Store #333*

# Top 10 Campaign Tips

**These best practices came directly from veteran Employee Campaign Managers:**

- 1. Time it right.** Choose a campaign kick-off time when you know your fellow co-workers and leadership will be most engaged. Keep holidays and your company's seasonal busy periods in mind.
- 2. Get high-level buy-in.** Leadership donors can drive a campaign's success by creating momentum. When the CEO and senior managers are the first to give, others will follow their example. Suggest that a special Leadership giving chairperson be assigned to target those able to give at a higher level.
- 3. Create a Corporate Match.** Connect corporate giving to employee giving by creating a corporate challenge match for employee donations.
- 4. Be visible.** Get on the agenda for scheduled company-wide events, department meetings or other company gatherings.
- 5. Participate in a Day of Service.** A day of service is a great opportunity to see United Way's work in action.
- 6. Kick-off strong and create incentives.** A fun, involving launch event sets the tone for the campaign. This is a great time to announce incentives, contests or drawings. Encouraging co-workers to contribute one hour's pay per month will greatly increase your campaign.
- 7. Make it personal.** A personalized ask is best, particularly from a friend or co-worker. Utilize personal connections and knowledge in emails and communications.
- 8. Promote. Publicize. Plan.** Raise awareness of United Way's work. Send email updates. Be a presence on your company's intranet. Form a committee. You can count on United Way for support and advice on your publicity and marketing efforts.
- 9. Thank and celebrate.** Acknowledge those who help. Involve and recruit others who share your commitment. Thank them again and again. These actions are a big part of making your current campaign a success – and setting the stage for next year's.
- 10. Let the spirit live on!** Opportunities to **LIVE UNITED** don't end when your campaign does. Let your co-workers know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way. (Go to [www.uwov.org](http://www.uwov.org) – select Get Connected for more info.)

# Talking Points

**United Way is where the community comes together to help our region's children, youth, families, and senior citizens in ways that create a brighter future for all.**

**We're about three things:**

1. Education
2. Income
3. Health

**A unique position to help.** No other organization has the scope and expertise to unite and mobilize hundreds of human services agencies, businesses, community organizations, government, volunteers and private foundations around a common vision for the common good.

**More powerful than a single agency or organization.** Your gift of time, talent, money or activism does more than it ever could through any single cause, charity or agency.

**You have more impact.** Create more long-term social change. Empower struggling communities to thrive. All while directly improving the lives of thousands of children, youth families, and senior citizens in your own local area.

**Together, we can do more than any of us can alone.** Through United Way, your contribution joins with those of others to have a more meaningful impact on the community.

# Everything you need for a great campaign

Count on us for all the information and downloadable materials you'll need to make your United Way campaign a success.

- Best Practices
- Posters
- Brochures
- Pledge Forms
- Videos
- Email Blasts
- Frequently Asked Questions
- Success Stories
- Company Kickoff Talking Points
- Set a Campaign Goal
- Kick Into High Gear
- 10 Top Reasons To Give
- Incentives and Thanks You's

Get all the information you need by calling the United Way office at 270/684-0668 or visit our website at [www.uwov.org](http://www.uwov.org) - then select the Campaign Central tab.

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED™**

