

Employee Campaign Coordinator's Guide

Everything You Need To Know to Run a Successful
United Way Campaign



LIVE UNITED

Wyoming County United Way

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Welcome!

Congratulations, Welcome, & Thank You! As a United Way Employee Campaign Coordinator (ECC), you are the key to a successful employee campaign. As part of this group of compassionate individuals, you will help make a positive impact on the lives of people in our community.

This guide will provide you information to help you run a successful campaign. It outlines basic planning and procedures and provides you with some sample materials you can use.

Whether you are an experienced campaign coordinator or you are new to fundraising, you should find this information helpful. Again, welcome to the United Way team and for being a critical part of helping the agencies we support and the people we help.

The Role of an Employee Campaign Coordinator

The role of the Employee Campaign Coordinator is to be responsible for planning, organizing, and implementing an effective United Way campaign.

Some Responsibilities:

- Attend United Way events
- Recruit an enthusiastic campaign team at your worksite
- Establish company campaign goals and timeline
- Run an educational and fun campaign
- Make sure employees are educated about United Way when asked to give
- Maintain accurate results and report them to United Way promptly
- Thank all employees who contributed
- Work closely with the United Way staff who are there to assist you

Your personal involvement is the key to making this campaign the most successful ever. The United Way staff is prepared and ready to partner with you to make it happen.

Six Steps to a Successful Campaign

1

Create a Plan

- Make sure your CEO is on board.
- Ask other employees to be part of a campaign team.
- Establish a timeline with an official kickoff and end dates.
- Create some fun events and incentives.
- Set a realistic campaign goal.
- Have your CEO write a personal email or letter to employees showing their support.

2

Personalize & Distribute Pledge Cards

- To ensure all employees receive pledge cards, personalize one for each employee.
- Distribute pledge cards at the United Way presentation.
- Follow up and distribute pledge cards to those who did not attend the presentation.
- Ask all employees to return the pledge card (even if they don't donate).
- Explain Payroll Deduction process to employees and work with payroll department to organize PRD.

3

Have Special Events and Incentives

- Have some special events to make the United Way campaign recognizable and fun.
- Offer incentives for people to give.
- Find ways through your company to promote the campaign. (i.e. signs, emails, announcements, etc.).

4

Hold a United Way Presentation (Rally)

- Schedule a 20 minute United Way presentation with employees.
- Work with United Way staff for the presentation.
- Follow the sample agenda.
- Show the local video.

5

Follow-Up

- Send out regular emails announcing the progress towards the goal and reminders of the closing date.
- Have mini United Way presentations at management and/or department meetings.
- Reach out to those who have not returned their pledge card.

6

Thank You and Campaign Closing

- Prepare final report for United Way.
- Return pledge cards and final report to United Way by required due date.
- Report the results of your campaign to your employees.
- Give out your incentives and prizes.
- Hold a thank you event for those who donated.
- Make sure you send a thank you email and/or letter to everyone who donated.

Sample Agenda for United Way Presentation

Any time a company has a United Way presentation (or rally) and their employees get to hear about United Way programs, your campaign result is always better. Here is a *sample* agenda for a United Way presentation. This can be customized to fit your company's abilities and needs.

United Way Rally Sample Agenda

Welcome & Introductions	ECC	1 minute
Comments/Endorsement (Announce company goal)	CEO	2 minutes
Show United Way local Video		5 minutes
Comments from United Way	UW Staff	5 minutes
Presentation from UW agency	Agency Representative	5 minutes
Closing Remarks/Instruction	ECC	2 minutes

Employee's awareness is the highest during the United Way presentation. Sometimes it is beneficial to ask them to complete and return pledge cards to you at the end of the meeting.

Times do vary. The average rally last approximately 20-25 minutes. You can add additional agency presentations. Depending on the agency, we might be able to have a recipient of service speak.

United Way presentations can be your campaign kickoff event or as a separate event during your campaign. Also, they can be conducted as part of an already schedule meeting or held as a separate meeting just for the United Way presentation.

You do not have to have a special room or meeting space. We can talk to your employees in any size place or even right at the location they are working.

It does not matter how many staff you have!!! Presentations can be held for groups as small as 2-5 people or as large as 5,000 people. The important part is to get the word out about United Way!

Special Events and Incentives

The United Way Campaign should be fun and something your employees look forward to every year. Hosting some special events and providing incentives to employees who donate can make it exciting and help increase your company's campaign performance.

Here are some ideas:

Special Events:

Meals & Food Related Events:

- Chili Cook Off
- Employee Cookout
- Pancake Breakfast
- Pot Luck Lunch
- Company Picnic
- Bake Sale
- BBQ Cook Off
- Hot Dog/Hamburger Lunch
- Bake Sale
- Pizza Party

Special Days:

- Casual Day
- Sport Theme Day
- Crazy Hat Day
- Ugly Tie/Earing Contest
- Color Day
- Day of Caring

Fun Activities:

- CEO Dunk Tank
- Raffle off a Parking Spot
- Golf Tournament
- 50/50 Drawing
- Trivia Contest
- Race or Walk-A-Thon
- Gift Basket Raffle

Incentives:

Use incentives as a tool to increase participation and/or increase the average gift of your employees. Many people make a donation or increase their donation to qualify for prizes.

- Time Off From Work
- Gift Certificates
- Parking Spot
- Tickets to Movies or Sporting Event
- Leave Work Early Pass
- Car Wash By CEO
- Extra ½ Hour For Lunch
- Sleep In Pass
- Free Lunch
- Casual Dress Day



Learn More About Our Programs

The more that your employees are educated about United Way and the programs we fund, the more likely they are to donate. There are several ways to showcase our agencies.

Agency Presentations

Our agencies are available to come and speak to your employees. We suggest that our agencies speak at your United Way Rally. Agencies can also talk to employees at smaller meetings or you can set up a rotating schedule.

Tours


The best way to learn about United Way is to take an agency tour. Employees can see for themselves how their dollars work to help people in our own community.

Success Stories

United Way has success stories written by each agency. Communicate these stories with your employees. You can send them out through periodic emails or post on your web site.

Volunteer

Our agencies are always looking for help with different projects. Coordinate a “Day of Caring” and have a group of employees volunteer for the day at a local agency.



Sample Letters and Emails- Kickoff

Letter to Employees

_____ (Company Name) believes in giving back to the community and the best way to do that is to support our local United Way. There are many needs here in Wyoming County and through supporting our local United Way we have the opportunity to make an impact on the lives of many. I hope that as an employee of ____ (Company Name) you help us rise to the challenge.

Wyoming County United Way is currently funding 23 local agencies in the areas of Education, Income, and Health. These partner agencies rely on Wyoming County United Way to provide them resources and understand the community's needs. Through these agencies, United Way provided served 26,561 people in Wyoming County last year.

As an employee of _____ (Company Name), you have the opportunity to help us create lasting change in the life of someone in need. United Way enables us to do so much more than we could alone. I encourage you to take the time to learn more about all the efforts of our local United Way.

I ask that you please consider joining me in supporting Wyoming County United Way as a part of our workplace campaign

Thank you in advance for your support.

Sample Email

To: All Staff

Subject: Our Annual United Way Campaign

It's time again to help support our community through our annual United Way Campaign. There are many people in need in Wyoming County and we have the opportunity to help improve their lives. By making a donation to Wyoming County United Way, we can help so many more people than we can alone. This year we have lots of fun things planned as part of our United Way Campaign (list events and incentives).

Thanks in advance for your support of Wyoming County United Way and its participating organizations.

Sample letters and Emails– Follow Up

Follow Up Email:

To: All Staff

Subject: United Way Campaign

I hope all of you enjoyed our United Way Kickoff event and hearing more about United Way during their presentation. It really makes you understand how many people need assistance in Wyoming County and what services we have available to make an impact on their lives.

To those of you who already returned their pledge forms, we thank you. Right now we have raised ____ (insert total so far) which is ____ % of our goal.

If you have not done so, please complete your pledge card and return it to ____ (ECC name) by ____ (due date). Giving is a personal choice; however, I do hope you join me by donating what you can this year.

Don't forget about our wonderful incentives. (List incentives you are offering)

Thanks, again, for your time and your support of our United Way.

Last Effort E-Mail:

To: All Staff

Subject: United Way Campaign

As we are winding down our United Way campaign, we want to let you know that you still have a chance to join us in giving back to our community. Right now we are ____% shy of our goal. Please help us hit our goal by donating what you can. There are many people in our community that need assistance and I am proud that the employees of ____ (insert company name) are here to help.

We only have a few days until we close our campaign, so if you have not done so, please return your pledge card to me right away.

Thanks again to those who donated and for your consideration.

My Personal Investment

Wyoming County
United Way



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Contact Information:

Name: _____ Date: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____
Employer: _____ Signature: _____

Total Pledge: _____

Payment Method:

Payroll Deduction:

- a. I will contribute \$ _____ per payroll
b. and I am paid _____ times per year (usually 52 if weekly, 26 if bi-weekly)
c. for a total yearly contribution of \$ _____ (c= a x b) (should match **total pledge** above)

Other Payment Options:

- My Gift is Enclosed** (Make checks payable to Wyoming County United Way)
 Please Bill Me (at the address above): _____ once _____ monthly _____ quarterly _____ other
 I Prefer to Pay by Credit Card: Please make your credit card payment on line at www.wyomingcountyunitedway.org and we will look for your payment.

Please Direct My Gift To:

- Wyoming County United Way Community Impact.** I want my gift to go where it is needed most. Please allow the United Way Community Impact volunteers to determine the community's greatest needs
 Other 501c3 nonprofit: name: _____ phone# _____

Acknowledgment and Recognition:

Please print your name exactly as you want it to appear in our Report to the Community Booklet and/or other publications. (If you do not list a name, we will acknowledge you as stated on top of pledge card.)

- I wish to remain anonymous.

Wyoming County United Way is a registered 501(c)(3) nonprofit. All donations are tax deductible to the full extent permitted by law. A copy of the official registration and financial information of WCUW may be obtained from the PA Department of State by calling toll-free 1-800-732-0999. Registration does not imply endorsement. (Please keep a copy of this pledge for your records). Giving is a personal decision. Whether you wish to give or how much you give is up to you alone. No goods or services were provided to you in exchange for this tax-deductible contribution.

A Few Facts To Encourage Your Employees

HEALTH

- \$2 a week trains three people in First Aid, CPR, or the use of life-saving automated external defibrillators
- \$4 a week provides four trips to medical appointments for a person who cannot otherwise transport themselves
- \$11 a week helps a person with mental illness gain access to appropriate mental health care.
- \$17 a week provides education, testing, and links to pharmaceutical and dental resources to help people without health insurance.

EDUCATION

- \$4 a week provides one week of high quality early care and education services for a 3-year-old at risk of entering kindergarten without the skills needed to succeed in school.
- \$9 a week provides alcohol and drug prevention services for an at-risk teen.
- \$10 a week provides six sessions of speech and language therapy for a pre-school child with an identified need for early intervention services.
- \$13 a week provides a child with a school-based mentoring relationship for one school year.

FAMILY

- \$10 a week provides five hours of counseling for a youth, addressing individual needs, strengthening family functioning, and reducing poor behavior.
- \$3 a week provides eight low-income individuals or families with access to FREE tax preparation services.
- \$4 a week provides seven families in crisis with a three-day supply of food.
- \$10 a week provides 14 hours of job training for someone who is disabled or has lost a job.
- \$15 a week provides 30 nights of shelter for an adult with no place else to go.

