

INTRODUCTION

Welcome to the 2023 United Way of Ellis County's annual campaign. Thank you for your time in making sure your workplace campaign is a success. This kit is filled with helpful tips, resources and ideas to assist you in running your campaign. Remember, the United Way office and staff are always here to help you in any way.

WHAT IS A CAMPAIGN COORDINATOR?

An employee whose goal is to enable their coworkers to help create a stronger community by planning, organizing, and coordinating a successful United Way Campaign within their company. Work closely with management and your United Way representative to develop an effective campaign plan, including dates, goals, etc.

WE ARE IN THIS TOGETHER

We want your campaign to be a success and for you to have a good experience as the employee campaign coordinator. By working together, we can make lasting change in our community. Remember that you can contact the United Way Staff anytime at 785-628-8281 and they will answer your questions and help you find the resources you need to run a successful campaign.



A full list and description of the special events along with posters, brochures, pledge cards, thermometer sign and much more can be found on our website: www.liveunited.us/campaign-toolkit.

PLANNING

IMPLEMENT A CAMPAIGN PLAN

- Meet with United Way team member to develop a campaign plan.
- Meet with CEO or management to confirm dates, goals, & incentives.
- Recruit a committee representing all of the departments in your organization.

SET GOALS

- Work with management and the United Way to determine campaign goal.
- Choose the best approach to carry out your campaign.
- Set dates for your campaign. *Campaign should be between 1-2 weeks*

ENLIST SUPPORT

- Your CEO or management's enthusiasm can be contagious. Ask them to write a personal letter of support to all employees.
- Recruit a committee representing all of the departments in your organization.

PROMOTE YOUR CAMPAIGN

- Ask United Way for stories, statistics, etc., that you can share with employees. We have several videos that you can share as well.
- Use United Way brochures, posters and thermometers to build awareness of the upcoming campaign. Campaign materials can also be found on our website: liveunited.us/campaign-toolkit
- Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools. (See Communication Section for ideas and examples)
- Organize special events and incentives.
- Share campaign photos and news with United Way. (We will brag about you and your company online through social media) Send to erica@liveunited.us

HELPFUL TIPS

STRATEGIES TO INCREASE PARTICIPATION & GIVING

- Hold a drawing at the end of each employee meeting for all who turn in a pledge card even if they do not give.
- Give everyone who turns in a pledge card a ticket. When the campaign is complete, have a drawing for incentives.
- If you make the company goal, throw a party.
- Give employees extra time off for increasing their gift by 10%.
- Ask employees to give \$1.00 more a week.
- Stress the ease of payroll deduction.

ADVANTAGES OF PAYROLL DEDUCTION

- It's the easiest method available to help meet the need in our area. People often find it easier to contribute a small amount each pay period than to contribute the same sum of money all at once.
- Eliminates the annoyance of multiple drives through out the year by grouping many worthwhile agency appeals and services into one annual pledge.
- Increases employee moral by creating a feeling of teamwork between employees and their employers.
- Provides for automatic cut-off of deduction when paychecks are not received.

REASON TO GIVE TO UNITED WAY

- Because you never know when you or a loved one may **need help**.
- Because you want to **make a difference**.
- Because a **strong community** is a good place to come home to.
- Because what you **give stays in Ellis County**.
- Because it is the most convenient way to give to your **entire community**.
- Because with your help **anything is possible**.

COMMUNICATION

SAMPLE WARM-UP LETTER

Send to all employees a week before you begin your meetings via payroll stuffer, email and/or company newsletter.

Dear (INSERT EMPLOYEE NAME)

Does it matter if you give to United Way? Yes!! Thanks to businesses, organizations and individuals like you, United Way of Ellis County is able to improve life and build stronger communities within Ellis County.

Reasons to support the United Way

- United Way funds help support local community service organizations in Ellis County. These services cover a broad spectrum from infants to elderly, short term to long term needs and health to education.
- You can designate your donation to support a specific agency.
- You may donate by payroll deduction or a direct gift.

Please take time this year to learn more about how the United Way of Ellis County is taking “Little Acts, and making “Big Changes”. Please join fellow co-workers and me to show our commitment to the community through our donating to the United Way.

Sincerely,
(Your Name)

SAMPLE KICK-OFF ANNOUNCEMENT

Please mark your calendar for {date} for {company name}'s annual United Way fund-raising effort. This year's campaign will run from {date to date}. There will be various activities for you to support and participate in.

{Company} cares deeply about our community and the quality of life that makes Ellis County unique. The support of the United Way of Ellis County contributes to this spirit of caring.

We will have a chance to learn more about this organization during our kick-off event. {Company} is proud to support our local United Way. See you all at the kick-off!

SAMPLE THANK YOU

Dear {Insert Employee Name},

We have just finished our United Way campaign and I'm happy to report it was our most successful ever! Because you gave generously, we were able to raise (amount company raised) to help our neighbors who need assistance.

I want to thank you for your participation in this year's campaign and for showing your support for these vital services in our community. I am extremely proud of you and the level of commitment shown by all of (Insert Company Name)'s employees.

Again thank you. Through your generosity, you have made it possible for United Way to continue to provide necessary programs to our community,

Sincerely,
(Your Name)

“FUN” DRAISING IDEAS

Bake/Craft Sale

Have employees bring in baked goods and/or crafts to sell with the proceeds of the sale going to the United Way. Gives employees a chance to share their hobbies or talents and get an edge on holiday shopping.

Chili Cook-Off/Dessert Contest

Have employees pay to participate and to participate in judging. Ask one of the local restaurants for a gift certificate as a prize to the winner(s).

Casual/Jeans day

Have employees pay \$5 to be able to wear jeans or dress casual on certain days.

Employee Guessing Events

Employees guess:

The organization's grand total in pledges

The per capita gift of the organization

The United Way campaign grand total for the community

United Way trivia questions

The amount of candy or other items in a jar

Employee Raffle

Ask employees to contribute something special for a raffle prize. Suggestions are:

Homemade pies, lunch with a co-worker, car wash, tickets to a special event, a weekend stay at a vacation cabin or condominium

International Food Day

Hold the event over the lunch hour. Have employees make foods from around the world. Employees can purchase tickets redeemable for a taste of each dish made. Employees can decorate around their dish and dress in appropriate costumes. Invite a panel of “celebrity” judges to award prizes.

Penny Wars

Each department is given a jar to collect pennies. However, other departments can sabotage your jar by putting silver coins in it. You can retaliate by putting more pennies in your jar and putting silver coins in the other department's jar. At the end of the designated time period, each department will total the money in their jars. Pennies are added to the total and silver coins (nickels, dimes and quarters) are subtracted from the total. E.G. your jar has 550 pennies, 8 nickels, 10 dimes, and 6 quarters. The total for the jar would be $\$5.50 - .40 - 1.00 - 1.50 = \2.60 not $\$8.40$. The department with the largest total wins. All coins are then donated to United Way.

Premier Parking Space Auction

Have employees bid on a premier parking space. The highest bidder gets to park in the space for a specified period of time, e.g. week, month, year, etc.