

United Way of Warren County



Workplace Employee Campaign Coordinator Guide

Campaign 2020



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Thank You

LIVE UNITED[®]



Welcome to the beginning of a wonderful and rewarding experience!

As a United Way of Warren County Workplace Employee Campaign Coordinator, you are an integral part of a key group of supporters dedicated to making a difference in the lives of people in Warren County.

Because of the Workplace campaign, United Way of Warren County currently partners with 21 agencies.

The Workplace Employee Campaign is about more than money. It inspires, informs, and demonstrates that lives are positively impacted when people work together to mobilize resources that build a strong, caring community.

This Workplace Employee Campaign Coordinator Guide will help keep you informed and organized. Before starting your organization's campaign, please read the information. It is a step-by-step tool providing resources, messages, and tips to help you succeed.

United Way is here to provide you with everything you need.

Thank you for being a part of the team!

Roles & Responsibilities of the ECC

Employee Campaign Coordinator

Roles and Responsibilities

The United Way Workplace Employee Campaign Coordinator (ECC) is a company employee who oversees the company's annual United Way campaign. The ECC's role is to help plan and monitor the campaign and to motivate and coordinate the members of your workplace to raise funds for United Way of Warren County. Tailor the Roles and Responsibilities to fit the needs of your organization.

Before the Campaign – *Create your plan*

- Attend ECC Training
- Create a winning team by recruiting others to help make your campaign a success
- Become familiar with United Way's mission and its partners
- Develop your plan, including budget, theme, and events
- Establish a campaign timeline that includes virtual meetings/group meetings, events, etc.
- Work with your CEO to establish participation and giving goals
- Discuss your strategies and timeline with your Account Manager

During the Campaign – *Educate and generate awareness*

- Organize your campaign ideas and communication tools -schedule dates
- Hold employee meetings and tell the United Way story, distribute campaign materials, share UW speaker videos from our website - uwwcoh.org,
- Ask for a pledge via pledge form & collect
- If your are holding an ePledge campaign – distribute pledge online -communicate completion dates
- Promote the campaign throughout the organization (emails, newsletter, posters, etc.)
- Ensure that everyone is offered the opportunity to give – 100% Ask

After the Campaign – *Communicate your results*

- Make sure all pledge forms are collected, tallied, and recorded on the Report Envelope
- Make a copy of the Report Envelope for your records
- Place all white copies of pledge forms in the Report Envelope and return to United Way
- Deliver all yellow copies of the pledge form to payroll department
- Update your Account Manager with your campaign results
- Organize information and notes for next year's campaign team
- Thank your co-workers for their support and update them on the results of your campaign
- Display "Thank You" poster
- Share campaign results with your co-workers. Celebrate your success!

Campaign Support/Materials

ECC Toolkit – What’s in the Bag

- **Campaign Brochure**
Contains essential information about United Ways’ impact in Warren County
- **Corporate Pledge Card**
Utilized to pledge and record the corporate gift
- **Pledge Form (3 part carbonless)**
Used to record employees’ contribution
- **Poster (2 sided)**
Available for display on your walls, halls, lobbies, and break rooms. Side 1 is to promote and publicize the campaign. Side 2 is a “thank you” to display year round.
- **Campaign Report Envelope**
Place all white copies of pledge forms, cash, and checks in envelope after tallying total on the front. This envelope is returned to United Way of Warren County to record your campaign results.

Online Campaign Toolkit www.warrencountyunitedway.org

- Pledge Form (1 page – front & back) pdf
- Virtual Campaign Events Flyer
- Frequently Asked Questions
- Campaign Brochure (1 page - front & Back) pdf
- Rollover Campaign Flyer
- ePledge Booklet



The United Way Message

A successful campaign helps build awareness of United Way of Warren County's impact in Warren County. This section outlines key message points for you to use when communicating to your employees. Use these "key messages" in your presentations, e-mails, newsletters, posters, etc. This information will help you convey how United Way of Warren County, supported through workplace campaigns, positively impacts our community. Ongoing communication helps donors better understand how their donation is working right here at home.

What is United Way of Warren County?

For 50 years, United Way of Warren County has taken a leadership role in mobilizing resources of individuals, companies, and community leaders to achieve positive and lasting change in the lives of people in Warren County. United Way of Warren County is a local, independent organization, managed and governed by people living and working in Warren County.

United Way of Warren County:

- Helps people
- Strengthens the community
- Strives for positive, lasting change
- Creates awareness

Contributions to United Way of Warren County are leveraged by partner agencies to obtain support from other local and national funders.

Education-Helping children & youth achieve their potential.

Income Stability-Helping families become financially stable and self-sufficient.

Health-Providing families and individuals access to supportive health programs, referrals and counseling.

Your Gift Has Power

When combined with thousands of other contributions, your individual donation supports programs and services that help people – children, families, parents, people with special needs, and seniors. By combining your gift with the gifts of others, we can make a difference together – that none of us could achieve alone.

Investments Make a Difference

What a difference one dollar can make. It all adds up, 100 Pennies, 20 Nickels, 10 Dimes, 4 Quarters, or 2 Fifty-cent pieces. Some people call it a buck; others may call it "lunch money" or "chump change". We at United Way prefer to call it an "investment" - an investment in our community at a price that will not put a dent in a person's wallet. Here is how we can put that dollar to good use.

- \$1.00 a will provide 8 meals for a family in need.
- \$5.00 a week provides a week of before and after school childcare for 3 children.
- \$6.00 a week will send a child with specific health issues to a specialized camp.
- \$30.00 a week will help an at-risk family find reliable childcare.

10 Steps to a Successful Campaign (1-5)

1. Learn What United Way Does & How UW Works

- Participate in United Way ECC Training
- Discuss your campaign ideas with your Account Manager
- Visit United Way website www.uwwcoh.org

2. Secure CEO Support & Involvement

- ASK FOR A CORPORATE GIFT
- Gain support from your top management- both actively and visibly during your campaign - Send CEO endorsed letter/email
- Discuss budget & timeframe

3. Recruit a Campaign Team

- Don't try to do it by yourself!
- Recruit other enthusiastic and resourceful employees to help
- Define your team roles & have fun!

4. Develop Your Campaign Plan

- Timelines and checklists are meant to encourage team member to try new things & help you stay on track
- Review your Profile Report - Analyze past performance
- Choose a Theme - Try to have fun with it!
- Tailor your events to your company culture
- Utilize your UW Campaign Account Manager to help make your campaign a success
- Order your campaign materials via your CAM - set date for delivery or pick up

5. Set Goals for your Company

- Goals can include total dollars raised, increase % participation, gift per capita, gift by department

10 Steps to a Successful Campaign (6-10)

6. Promote & Publicize Your Campaign

- Use Posters or create your own based on your theme
- Distribute pledge forms, brochure (also available on pdf on website) Utilize your CAM team member if you have questions.
- Send emails about activities and timeline. Share what to expect (ex. We will be distributing pledge forms or ePledge campaign kickoff email) include deadlines
- Conduct Zoom or Teams campaign meeting if you can't meet in person - use a United Way Speaker video or contact your CAM to help you with a virtual speaker
- Share your activities and photos with United Way CAM for promoting on FACEBOOK, ENews, etc.
- Maintain year round communication with your Account Manager and share United Way news with co-workers throughout the year

7. Include Retirees & New Hires in your Campaign

- Invite new hires to join in United Way workplace campaign by including brochure and pledge form in their new hire packet (you don't have to wait until next August/September)
- if possible, contact retirees and ask them to participate in the campaign.

8. Everyone Gets an "Ask"

- Kickoff your campaign utilizing all forms of communication - email, campaign newsletter, intranet, virtual meeting - include campaign info. on agendas, social media, posters, brochures, etc.
- Make your pledge first-As ECC, you set the pace. Let everyone know the first pledge is in!
- Explain the ease of payroll deduction-include fun incentive

9. Wrap Up the Campaign

- Send employees reminders to pledge
- Announce the close of the campaign-final reminder
- Tally all pledge types and complete the United Way Report Envelope
- Contact your United Way Campaign Account Manager and report results
- Make arrangements with your CAM to drop off your Report Envelope or have it picked up

10. Report/Share Results & Say Thanks!

- Publicize final results - Share your results with your co-workers
- Share photos or videos of events
- Thank everyone who worked on the campaign team & thank everyone who contributed
- Celebrate your campaign success

Sample Letters from CEO & ECC

CEO Ask Letter to Employees

Dear {name}:

Thank you for your generous donation as a {name of organization} employee.

Last year, your gift combined with thousands of others, helped United Way of Warren County provide more than 100,000 services to people through the support of 28 programs via 21 partners.

Our company's {campaign Year} United Way campaign will begin in the next few weeks.

For 50 years, United Way has been the trusted leader mobilizing resources to address the community's most pressing issues. Your donation allows United Way to continue to focus on Education, Income Stability and Health – the key building blocks for a good quality of life.

Please join me in making a generous gift to United Way of Warren County to help your friends, neighbors, and family succeed.

Sincerely,

CEO

Campaign ECC Letter

Dear {name}:

For 50 years, United Way of Warren County has been mobilizing resources to advance the common good in Warren County. United Way works strategically to improve areas of Education, Income Stability and Health. Everyone deserves to have a chance to have a quality education, enough income stability to support a family, and to live in good health.

Each of us benefits from a strong community. By partnering with United Way we can make Warren County a better place to live and work.

Last year, we raised {\$X,XXX} and I know we can surpass that amount. This year, I encourage each of you to respond to the United Way call to action to LIVE UNITED.

I am honored to serve as ECC and urge you to join me in giving generously to United Way of Warren County.

Sincerely,
ECC

Sample Letters - continued

Thank You Letter

Dear {name}:

Thank you for supporting the United Way of Warren County campaign. I am pleased to report that because of your contribution, {company name} has {exceeded} {met} our campaign goal, raising \$X,XXX!

Your gift helps United Way achieve its mission to improve lives in our community. By reaching out a hand to one, you influence the condition of all.

Your donation helps United Way to continue to focus on Education, Income Stability and Health – the building blocks for a good quality of life.

Please accept my sincere thanks for sharing your resources with others in need. By answering the LIVE UNITED call to action, you provide funds that address the most critical needs in our community. Your gift will help create lasting change.

I am proud that you have joined me in supporting United Way of Warren County. Your generosity demonstrates why {company name} continues to be recognized as a community leader.

Sincerely,
CEO



**United Way of
Warren County**



Please join us on



Facebook – United Way of Warren County, Ohio

LinkedIn® - United Way of Warren County

United Way of Warren County

513-932-3987
www.uwwcoh.org