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Thank You

Welcome to the start of the campaign!

As a Workplace Employee Campaign Coordinator (ECC), you are an integral part of a key group of supporters dedicated to making a difference in Warren County.

The workplace employee campaign is about more than money. It inspires, informs, and demonstrates that lives are positively impacted when people work together to build a strong, caring community.

Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement.

This Workplace ECC Guide, as well as our online toolkit, will help keep you organized. 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 (check list)

The United Way Workplace Employee Campaign Coordinator (ECC) is a company employee who oversees the company’s annual United Way campaign and helps secure a corporate gift. 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

- Recruit your team.
- Set a budget and create your campaign plan. Send a campaign activities announcement email – let everyone know your campaign dates and activities and encourage participation.
- Share information about United Way and share previous year’s results! This can be done via email, during planning meetings, in the break room – anywhere.
- Thank prior year donors. It’s important to acknowledge employees that have given previously.

During the Campaign – Educate and generate awareness

- Hold a kickoff meeting/send campaign kickoff email from your CEO.
- Share your enthusiasm - inspire your colleagues to support United Way.
- Send emails and tell the United Way story, distribute campaign materials, share UW speaker videos from our website - uwwcoh.org.
- Place United Way posters throughout workplace.
- Let everyone know how to give! Ask for the gift and distribute and collect completed pledge forms.
- Promote the campaign throughout the organization (emails, newsletter, posters, flyers, etc.)
- Send donation reminders - 100% Ask.

After the Campaign – Calculate & Report/Share your results

- Make sure all pledge forms are collected, tallied, and recorded on the Report Envelope.
- Make a copy of pledge forms for your records and payroll department.
- Make a copy of the completed Report Envelope for your records.
- Update your United Way staff Account Manager with your campaign results and submit the Report Envelope to United Way office.
- Organize information and notes for next year’s campaign team.
- Highlight campaign results - Be sure to thank everyone who participated.
- Send a thank you email to your campaign team.
- Celebrate your success!
Campaign Support/Materials

ECC Toolkit – What’s in the Bag

➢ Campaign Brochure/Flyer
  Contains essential information about United Way in Warren County

➢ Corporate Pledge Card
  Utilized to pledge and record the corporate gift

➢ Employee Pledge Form
  Used to record employees’ contribution *(Original to United Way & copy to payroll)*

➢ Poster
  Available for display on your walls, halls, lobbies, and break rooms.

➢ Campaign Report Envelope *(new design)*
  Place original pledge forms, cash, and checks in envelope after tallying total on the front. *(Please make a copy of this form for your records and copy of all pledge forms for your records/payroll department.)* This envelope is returned to United Way of Warren County to record your campaign results.

Online Campaign Toolkit

*www.uwwcoh.org*

➢ Pledge Form *(print & fillable)*
➢ Campaign Report Envelope
➢ Virtual Campaign Events Flyer
➢ Frequently Asked Questions
➢ Campaign Brochure/Flyer
➢ Rollover Campaign Flyer
➢ ePledge Booklet
The United Way Message

A successful campaign helps build awareness of United Way’s impact in Warren County in addition to raising funds to support programs. 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 plus 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:
- Strengthens the community
- Helps people
- Strives for positive, lasting change
- Provides awareness
- Forms partnership to create a larger impact

Areas of Focus:
- Basic Needs
- Workforce Development
- Childhood Literacy/School Readiness
- Health and Wellness

Your Gift Has Power
Contributions to United Way of Warren County are leveraged by funded agencies to obtain support from other local and national funders.

When combined with thousands of other contributions, your individual donation supports programs and agency provided services that help people – children, families, and seniors. By combining your gift with the gifts of others, we can make a difference together, which is something 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”. 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.

- $3.00 a week will provide 6 meals for a family in need.
- $5.00 a week provides a week of before and after school childcare for 3 children.
- $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
   - Visit United Way website www.uwwcoh.org
   - Speak with your United Way Account Manager

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 members 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
   - Create virtual event(s) (if you are hybrid workforce) (Zoom Trivia) (Zoom workouts) (Charades)
   - Utilize your UW Campaign Account Manager (CAM)
   - 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, or gift by department
10 Steps to a Successful Campaign (6-10)

6. Promote & Publicize Your Campaign

- Use UW Posters or create your own posters to customize your theme
- Distribute pledge forms, brochure (also available on pdf on website)
- Send emails about activities and timeline. Share what to expect (ex. We will be distributing pledge forms or ePlege campaign kickoff email) include deadlines
- Conduct virtual or in person campaign meeting - 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 your new hires to join in United Way workplace campaign. Include a brochure and pledge form in their new hire packet. (No need to wait until next campaign)
- Contact retirees and ask them to participate in the campaign. They can give from home and it will count for your overall campaign total.

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 make their pledge
- Announce the close of the campaign-final reminder
- Tally all pledge types and complete the United Way Report Envelope
- Make a copy of the pledge forms for your payroll department
- 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!

- Share your final results with your co-workers
- Share photos or videos of events
- Thank everyone who contributed and/or worked on the campaign team
- Celebrate your campaign success-Share your Results
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 services to people through the support of United Way funded programs and agencies.

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

For over 50 years, United Way has been the trusted leader in Warren County. By mobilizing resources to address the community’s most pressing issues, United Way utilizes your donation address issues in our Focus Areas, Basic Needs, Workforce Development, Childhood Literacy/School Readiness, & Health and Wellness.

Through our contributions, we can make sure help is there for families, co-workers and friends. United Way assures that a broad range of services is available to help local people become independent and self-sufficient. I believe that supporting United Way is a sound decision.

Please join me in making a generous gift to United Way of Warren County.

Sincerely,
CEO

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Dear {name}:

For over 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 Basic Needs, Workforce Development, Childhood Literacy/School Readiness & Health & Wellness.

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 Letter – Thank You

Dear Fellow Employee:

I want to personally thank each and every one of you who contributed to our United Way campaign. Your kindness will touch many lives in need of help.

Because of your generosity, employee contributions increased by (Percent) -- far exceeding our goal. (Company) employees' (Amount) gift to the United Way this year is a true expression of caring and an investment in our community.

Thank you for your support. Together, (Company Name) is Living United!

Sincerely,

(CEO / Manager) (or Employee Campaign Coordinator)
United Way of Warren County

Please join us on

Facebook – United Way of Warren County, Ohio
Linkedin - United Way of Warren County

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