

EASY GUIDE TO WORKPLACE CAMPAIGNS



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Employee Campaign Managers Thomas Crohan and Yasmin Cruz from John Hancock;
and Damon Jones from P&G Gillette.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED®



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 and families. All while creating a sense of teamwork and purpose that strengthens your own workplace community.

As an Employee Campaign Manager (ECM), you'll have your own Relationship Manager (RM) and an array of support materials to guide you each step of the way. Whether you turn to your RM, 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 supportunitedway.org/ecm

Good for morale. Great for the community.

Everyone wins with workplace campaigns.

More than fundraising. A United Way campaign can bring your entire organization 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 RM for ideas about how to use an array of resources such as community speakers, volunteer opportunities, or our "Walk A Mile Experience" 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. Whether your workplace has thousands of employees or just a few, you'll benefit from decades of experience supporting companies just like yours. Your RM will help you bring your organization's vision of philanthropy, community service or corporate responsibility to an inspiring and effective campaign.

"It really resonates when I tell people that United Way is not just an 'umbrella' agency that funds the agencies that actually provide the services, but that it engages in many direct initiatives to shore up the network of social service providers and to fill gaps and create efficiencies wherever possible."

— **Bret Leone-Quick**

EMPLOYEE CAMPAIGN MANAGER
MINTZ LEVIN



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.
- **Promote Caring Club®.** Participants who donate just \$3 per week are entitled to online discounts. Remind people to check out the savings at mycaringclub.org.
- **Hold an auction.** Whether it's online, silent or traditional, ask employees, 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.
- **Have a Casual Day.** Let everyone who supports United Way wear casual clothes for one day during the campaign.



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 (electronic campaigns will automatically generate acknowledgements) and send out thank you emails.
- **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.
- **Give certificates of appreciation.**
Your RM can provide you with certificates that employees can proudly display in their workspace.

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

— **Mark Melito**

EMPLOYEE CAMPAIGN MANAGER
DELOITTE



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 employees and leadership will be most engaged. Keep holidays and your organization'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 organization-wide events, department meetings or other company gatherings.
- 5. Participate in Community Care Day.** This annual day of community 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. At one company, letting donors who contributed \$1,000 or more win a day off increased leadership giving by up to 61%!
- 7. Make it personal.** A personalized ask is best, particularly from a friend or colleague. 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 colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way.

Talking Points

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

We're about three things:

- 1) Children entering school ready to succeed and on track to read.
- 2) Youth staying in school and graduating able to compete.
- 3) Families becoming financially stable so they can create a brighter future for their children.

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.

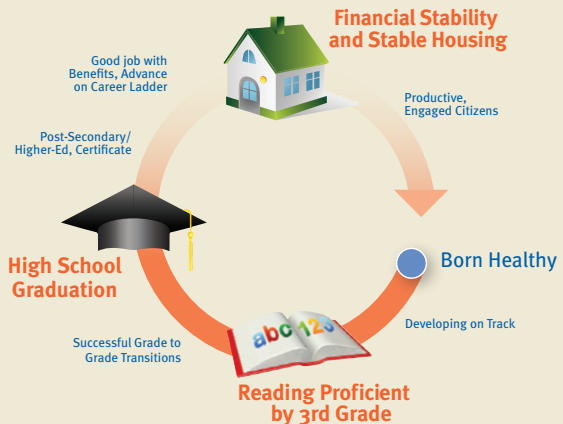
More powerful than a single agency or organization. Your gift of time, talent, money or activism does more than it ever could through any single cause, charity or agency.

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 and families 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.

A common vision for the common good.

United Way's innovative approach follows a strategic continuum that is marked by the key milestones in every person's life.



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. Our dedicated Employee Campaign Manager web pages give you instant access to:

- Posters
- Videos
- Tools to track your success
- Pledge forms
- Event ideas
- Best practices and tips
- Stock photography
- Frequently asked questions
- Facts about United Way's work
- Success stories
- Sample letters and communications
- Email templates



Learn more about running a United Way campaign at your workplace.
Visit supportunitedway.org/ecm

Stay connected



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