

2018 EMPLOYEE CAMPAIGN COORDINATOR GUIDE



Helping people.



Greater St. Louis

WELCOME

Welcome to the team dedicated to helping people live their best possible lives. Thank you for being a hand-raiser and game changer, driven to make our community stronger.

This guide is designed to make running a campaign as effortless and effective as possible. Use it as a how-to, or just pull out any of the tips and tricks to help make your existing campaign better.

KEY NUMBERS AND WEBSITES

- Call your United Way representative or Nicole Tabron at (314) 539-4101 with any questions.
- Go to **[HelpingPeople.org/campaign-hq](https://www.helpingpeople.org/campaign-hq)** to get all of the materials you'll need for a successful campaign.

GET STARTED

It's time to get started! Follow these steps to plan a fun and effective campaign.

- Attend United Way Employee Campaign Coordinator webinar training.
- Visit United Way's Campaign HQ to download all of the materials and tool kits to start your campaign.
- Meet with your United Way representative to develop a campaign strategy. Identify the culture of your company and choose strategies that are tailored to your corporate culture. Look at previous participation levels in the campaign to find gaps and opportunities.
- Confirm a commitment with your top-level management.
- Establish a committee. Recruit people who believe in United Way and will help others get excited about the campaign. Make sure to include representation from all areas of your organization.
- Set a campaign goal. Review the strengths of past campaigns and establish a challenging campaign goal with your CEO that focuses on potential.
- Send an email from the CEO endorsing the campaign.
- Set your budget. Be sure to factor in any campaign-related activities and incentives.

LAUNCH YOUR CAMPAIGN

PLAN A KICKOFF RALLY

Having an in-person event is a great way to launch a successful campaign and generate enthusiasm. Be sure to include the following:

- Play the United Way campaign video. This important tool helps people understand how much their gift means.
- Attain CEO and labor leadership endorsements.
- Include a United Way agency speaker or an employee testimonial.
- Include refreshments, snacks and ways for the employees to unwind.
- Most importantly, ask your employees to make a pledge during the kickoff.
- Have fun! A key ingredient for a successful campaign is to set an upbeat mood. The more fun you have getting ready for the campaign, the more fun employees have during the campaign.

PROMOTE/EDUCATE

- Plan regular promotions throughout the duration of the campaign.
 - Use your company intranet, email or voicemails to pass along information about United Way to all employees.
 - Update/communicate with United Way staff on new stories or approaches that can help with promotion.
- Place United Way campaign posters and brochures in popular locations throughout the building.
- Incorporate incentives for certain giving levels.
- Update employees on campaign status and other campaign information to keep up the momentum.
- Schedule an agency speaker, agency tour, company volunteer project or company fair for your employees.

MAKE THE ASK

Research shows that a peer-to-peer ask is the most effective way to encourage someone to pledge. Sincerely communicating your commitment to supporting the community through United Way really does make a difference.

- Start the discussion on a positive, friendly note.
- Explain the purpose of United Way and why you support it. Share a personal story, success story or United Way facts.
 - Remember, you are not asking for yourself; you are asking on behalf of someone who needs help.
- Bring United Way materials and be prepared to explain them.
 - Answer any questions. Recognize that some donors have real concerns; people have a right to feel good about their gift.
 - Know your materials and answer questions honestly – never guess. If you don't know the answer, let the donor know you will find out and follow up with your United Way representative.
- For annual givers, encourage an increase. Consider asking for a specific increase, such as one dollar more per week or pay period.
- Say thank you. People like to know their gift is appreciated!
 - Regardless of what the donor decides, thank them.

MAKE THE ASK

LEADERSHIP GIVING SOCIETIES

Leadership Givers have a deep commitment to helping people. More than 9,000 local people make an annual investment of \$1,000 or more into our community through United Way.

Leadership Givers are eligible to be a member of one or more affinity groups:

- African American – Charmaine Chapman Leadership Society
- Men’s Leadership Society
- Multicultural Leadership Society
- Women’s Leadership Society
- de Tocqueville Society (annual gift of \$10,000 or more)

INCORPORATE LEADERSHIP GIVING INTO YOUR CAMPAIGN

Incorporating a Leadership Giving campaign is one of the best ways to increase the success of your campaign and get your employees engaged. Here are some steps to success:

- Gain CEO or top management support.
- Hold a special event to encourage participation at the Leadership level.
- Ask Leadership Givers for their support prior to the start of campaign. This allows company leaders to set the pace for the campaign.
- Have your CEO or Leadership support team make personal requests and send personal thank-you letters. Ask your United Way campaign representative for sample emails, letters, talking points, etc.
- Visibly recognize your Leadership Givers throughout the organization.

ACTIVITIES

Including activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign.

- Themes: A campaign theme ties all elements of your campaign together. Themes can also generate excitement and team building in your organization. Some ideas include:
 - We Love the 80s (or any other decade): Have a karaoke machine at your rally or organize an outfit contest.
 - Be a Superhero: Organize volunteer projects to help your co-workers feel like superheroes.
 - Meet me in St. Louis: Host a lunch featuring foods unique to St. Louis or a trivia night to test co-workers' knowledge of our city.
- Compliment Grams: Create special recognition forms and sell them to employees as a way to give a compliment or say thanks to a fellow employee. Charge \$1 per compliment (\$2 if they wish to do so anonymously).
- Charge late fees: Anyone who shows up late to a meeting pays a "fee" to United Way.
- Relaxation day: Bring in a massage therapist.
- Themed gift basket raffles
- Brown bag lunch: Encourage employees to bring their lunch to work one day and then donate the money they would have spent going out to lunch.
- Snack station: Set up a build-your-own sundae, taco, hot dog, nacho or soft pretzel bar and ask employees for donations to add their favorite toppings.

GAMES

Games foster a sense of friendly competition and continue the momentum throughout your campaign.

- United Way trivia, bingo, or crossword puzzles
- Agency or Not: Employees put the \$1 on their heads if they think it's a United Way agency or put it on their tails if they think it is not. Collect the \$1 if people guess wrong, until there is one winner.
- Ping pong, pool, darts or other parlor games tournament
- "Bring in the dough" baking competition: Employees donate \$1 to cast their vote for their favorite treat.
- Ugly tie contest
- Chili cook-off
- Mini Golf: Create a two-hole course in a conference room to test the skills of your employees. The lowest score (which may be decided by a tiebreaker) will take home a tacky sports coat. Interested employees return an entry form, pay a nominal fee and bring a putter the day of the event. A variation of this event would be to create a small golf course in your parking lot and use child-size clubs.
- Baby picture contest: Employees provide a baby photo of themselves, and staff guesses who is who, paying per guess. The person with the most correct guesses wins a prize. This could also be done with pet photos.
- Flamingos: Employees or departments may pay a nominal amount, and the obnoxious birds will appear in their choice of department or office. The only way to remove the birds is to pay a "flamingo removal fee." They may then choose to relocate the birds. People may also purchase "flamingo insurance" to prevent them from landing in their office.

INCENTIVES

Offer an incentive to employees:

- By individual participation: Anyone who attends a rally is eligible.
- By timeframe: Anyone who contributes by a certain day is eligible.
- By increase: Anyone who increases their gift over the previous year by a certain percentage is eligible.
- By gift level: Anyone who gives a certain amount is eligible.
- By company goal: If the company achieves a certain level of employee participation, everyone is eligible.

Incentive ideas:

- Pizza party or movie break for top-giving teams
- Corporate match
- Use of company suite at event
- Company coupons: Casual Friday (wear jeans), Flee @ 3 (leave work early), Call in Well (day off), Sleep In (arrive late)
- Prime parking space
- Movie, play or sporting event tickets
- Coupons or gift cards for company cafeteria
- Jersey day: Wear your favorite sports team jersey.
- Double the breaks: If employees normally get a 30 minute lunch, make it an hour.
- Create a holiday: The top-giving person or team creates a random holiday of their choice to take off.
- Brag board: Post the names of the overall top giver, early bird giver, biggest gift increase, etc.

WRAP-UP YOUR CAMPAIGN

SAYING THANKS

Saying “thank you” is one of the most important parts of your campaign. People want to feel appreciated when they’ve done something positive. Here are some ways to show them they’re important to the success of the campaign.

- Draft and disperse a thank-you letter from the CEO or management.
- Hold a special thank-you breakfast or luncheon.
- Feature a list of givers on the company intranet, newsletter or by email.
- Send a thank you e-card.
- Leave a balloon at their desk or chair to recognize their important accomplishment.
- Recognize them with a sticker or pin.
- Send them a thank-you candy gram:
 - Pack of gum: Thanks for “chewing” to give!
 - Crunch bar: Our agencies would be in a “crunch” without your support!
 - Dove Promises chocolates: Your “promise” will change lives!
 - Chocolate chip cookies: Thanks for “chipping” in for United Way!
- Continue to show the impact. A United Way donation keeps giving throughout the year. Periodically send simple messages, stories or links so donors recognize how their gift is helping all year long.

WRAP-UP YOUR CAMPAIGN

Congratulations, the heavy lift is over! Now you need to leave a positive, lasting impression. Follow these tips to make the campaign wrap-up as smooth as possible.

Tracking and Reporting

- Collect all cash, checks, pledge cards and other gift information.
- Tabulate results and submit a campaign report envelope to your United Way representative.
- Complete the online electronic listing sheet with each donor's name, email address, contribution amount and payment method.
 - United Way will use this information to send a thank-you note, show them how their gift is helping throughout the year and keep them updated on special events.
- Call your United Way representative to pick up your sealed campaign report envelope. If employees turn in their pledge card after you've sent your envelope, just give us a call. We'll bring you another envelope and pick up new cards.

YOU DID IT!

Pat yourself on the back. What you did is extraordinary and making a real difference in our community. Thanks to you, so many people in the community will get the help they need. Thank you!

Helping people.



Mobilizing the community with one goal in mind—

HELPING PEOPLE LIVE THEIR
BEST POSSIBLE LIVES