



Building
Stronger
Communities
Together

Campaign Coordinators Guide

Welcome to our local United Way Campaign team!

Thank you for agreeing to lead your organization's 2017 United Way Campaign. Your personal commitment to this year's effort is important, and we sincerely appreciate your assistance. As the key contact at your organization for our United Way, you play a key role in helping to educate your co-workers about the impact United Way is making on issues right here in the heart of Washington County.

This Guide provides the information you need to build upon last year's success—or get you started on your first campaign. Successful campaigns are a mix of planning, broad participation, fun ideas and lots of heart! Please know that you are a valued member of the United Way team and that we are here to help, just call 651-439-3838 or email lois@uwwce.org. On behalf of the United Way Board of Directors, our Development Committee, and most important, the thousands of people whose lives will be better because of your generosity—**Thank you!**

Building Stronger Communities Together Campaign

Our community campaign theme, Building Better Lives, reflects UWWCE mission to *“unite our communities and local resources to give each person the opportunity to build a better life.”*

Campaign Important Dates

Coordinator Training

September, 7th 2017 – 11:30am-1:00pm

Community Leadership Breakfast

Lake Elmo Event Center
Tuesday, September 19th

United Way of Washington County-East Contacts

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Steps to Campaign Success

1. Get Training and Resources from United Way

Attend United Way Campaign Coordinator Training and get to know your United Way staff. Talk with last year's coordinator to review what ideas worked within your organization. Understand your company's giving history.

2. Get support from the top

The support of your organization's top executive (and labor leadership if applicable) is a key to a successful campaign. Their support and enthusiasm can be contagious – while setting an example for other contributors.

- Ask them to personally solicit senior management/union leaders in advance of the company-wide kick-off (see attachments for sample program)
- Encourage top management in the company to lead the way! When leaders give a generous personal gift is a good show of support to others in the company.
- Encourage them to endorse the campaign in a letter to all employees (see attachments for samples).
- **Allow United Way representatives to hold brief meetings with employees to talk about community issues and include leadership in those meetings.**
- Consider a generous corporate gift, perhaps matching the employees' total contributions.
- Establish payroll deduction at your company, if it is not already in place. This makes it most convenient for employees to give.

3. Expand on the Building Stronger Communities Together campaign theme or develop your own

Don't try to do it all alone! Recruit a campaign committee and include both management and hourly or union employees. Invite people with special talents and get them involved with our United Way. Make sure to "train" next year's campaign coordinator while you do this year's campaign. It allows you to build on each year's success.

4. Set your goal

In setting your campaign goal, first review last year's results and consider increasing your goal for this year. You can set goals for the total campaign or percent of employees that contribute the average gift per person. Identify any company changes, such as reorganization or changes in the number of employees. Consider setting divisional or departmental goals, too, that enhance competition among departments and, when added together, boost the overall company goal.

5. Inform employees

- Help build awareness of your campaign through payroll stuffers, company newsletters, and e-mails.
- Use posters and displays. Let employees know how gifts are being used to help people in need. Highlight campaign dates and goals, feature United Way agency testimonials, and share your success. Contact the United Way office for details and resources.
- Invite United Way-funded program representatives as speakers to your workplace. Our speakers can provide more information about the needs of our community. Because they're in great demand during the campaign, please make requests at least two weeks in advance. Contact our office.

6. Put the Fun in Fundraising

- Provide incentives like gift cards or treats for those who donate
- Make teams by department to see who can raise the most
- Provide free beverages for employees during the campaign
- Have executives encourage giving by distributing prizes
- Hold a drawing or a silent auction for prizes such as a, Day Off, Reserved Parking Spots, Weekend at a Cabin, Tickets to a Sporting Event, Concert, Theater or Movie, Fishing/Boating/Sailing Outing, Lunch with the CEO
- Hold fundraising events such as a Book or Bake Sale, Company Theme Party, White Elephant Sale, Pizza Party, or a Baby Picture Contest. See even more ideas in the attachments.

7. Share your results

Make sure that all pledge cards are returned. Report Envelopes will be delivered with your campaign supplies. It is very important that you complete your campaign and report the results accurately. United Way staff is available to help you every step of the way. If you need assistance contact us.

8. Say "thank you"

You and your fellow employees made it happen, give everyone credit for coming through!

- Ask the CEO and labor leader (if applicable) to send a thank you letter to each contributor. A personal handshake and warm "thank you" sends a powerful message
- Blanket the bulletin boards, newsletter, email and cafeteria with "thank you" messages
- Don't forget to thank your committee members and solicitors. Plan a special event or give a special thank you gift.

FREQUENTLY ASKED QUESTIONS and KEY MESSAGES



Who decides where all the money goes?

People just like you! Each year, a group of more than 40 local people volunteer as Community Investment panel member. They carefully interview agencies, review needs, programs and program applications. They discuss and deliberate to determine how to distribute funds to programs in order to have the greatest overall community impact. **New volunteers are welcome into this process; just contact the United Way office.**

Who is impacted by my donation?

Your donation goes to work assisting people throughout Washington County, but especially those living in our immediate community – whose borders roughly coincide with the Stillwater Area Public School District. Your support helps ensure that...

- Neighbors who are elderly or with disabilities are less isolated because they have transportation to get to the doctor, or to the store.
- Job programs and credit counseling give hardworking people hope and future financial stability.
- Family caregivers get support, respite care and relief so they can better care for their loved ones.

How much of my donation goes to agency programs?

At the United Way of Washington County – East, 80 cents per dollar of every donor gift goes straight back in to the community for programs and services needed by our community, and our partner agencies. Funds are used for high priority programming and over the years, our United Way's support has become an important and consistent source of funding that keeps our community strong

Does my money go to a big, national organization?

No, our United Way of Washington County-East is a small, locally governed, locally funded, and locally focused United Way. Your contribution stays here to meet the needs in Washington County and helps support critical local programs that impact our neighbors, friends, and those most vulnerable in our community such as:

- Providing affordable health care
- Filling empty cupboards
- Restoring independence
- Offering safety after a crisis
- Strengthening families

- Helping youth thrive

Our United Way is part of a worldwide network of small groups that make up United Way Worldwide which provides information, training and support to local United Ways.

I can't give much, why should I give?

Each and every donation is vital. Consider what amount you can afford on a per-paycheck basis, and then multiply by the number of checks in a year. Your gift will end up having a much greater impact than you think – and it will help support the agencies and programs that could end up making a real difference in your own life.

My spouse gives where he/she works. Why should I give again?

At the United Way of Washington County – East, every donation helps make this community better. If your spouse has already given, consider whether you as an individual would like to add to that gift. If your combined household gift totals \$1000 or more each year, you also become part of the Pillars leadership giving club.

What is an employee giving campaign? Does it *require* setting up payroll deduction?

An employee giving campaign is any program in which employees are asked to give to the United Way. Soliciting pledges through payroll deduction is one kind of employee campaign — it makes charitable giving easy, while providing a great employee benefit. But there are other ways for employees to give including direct gifts, automatic withdrawals from checking or savings accounts, or monthly gifts by credit cards. Employees can also do coin drives; bake sales, book sales, contests, golf tournaments, or other fun employee events. The most important thing is that all employees are invited to participate.

What happens when I designate?

When you designate a specific charitable agency or program, we send your donation directly to that organization – a \$50.00 minimum designated gift applies (processing fees do apply).

Will my contributions be spent on campaign lunches and celebrations?

No. All events and celebrations are sponsored through the generosity of local corporate donors and costs are kept very low.

What programs does our United Way fund?

The United Way of Washington County-East funds 23 local agencies and over 44 programs. We focus resources in Youth, Basic Needs, Health, and Self Sufficiency creating a positive impact in our community.

ATTACHMENT A: EVENT IDEAS

Building Better Lives Contest

- Good for both individual or team competition.
- Collect “building supplies” such as Legos, sugar cubes, or marshmallows and toothpicks
- Have employees build houses, cars, or people out of these materials.
- Charge a fee for participation.

Employee Cookbook

- Collect favorite recipes and cooking tips from employees.
- Organize them, print out a small booklet with the recipes, and ask for a donation at distribution.
- You could also approach a local business to print and bind the book pro bono.

Casual Day

- Sell Casual Day stickers allowing employees to dress casually on certain days.
- Encourage comfy or crazy outfits.
- Designate certain days as “Crazy Days” and encourage employees to show their “wild side.”
 - For example, try a Silly Hat Day, and Crazy Socks Day, or a Sports Team Day.

Chili or Soup Cook-off Contest

- Employees pay to cook their favorite chili recipe and enter it in a cook-off contest.
- A panel of chili or soup “experts” selects the Official Chili Champion.
- The winner has his or her car washed by the department manager.

“Chip In” for United Way

- Bake or buy chocolate chip cookies.
- Distribute them into employees’ mailbox or in person.
- Include with them a pledge form and brochure for United Way of Washington County-East

ATTACHMENT B: CAMPAIGN CHECKLIST

Before the campaign

- 1. Meet with United Way Campaign Staff and/or Volunteer Campaign Specialist to review prior year's giving
- 2. Meet with Chief Executive Officer or Leadership Team member (if applicable) to confirm commitment
- 3. Establish employee goal
- 4. Determine the type of campaign best suited for your company (One-on-one solicitation, Group Meeting, Combination)
- 5. Establish campaign timetable
- 6. Publicize campaign to your employees
- 7. Personalize campaign
- 8. Tour United Way-funded programs

During the campaign

- 1. Kickoff your campaign
- 2. Conduct senior management giving campaign with CEO
- 3. Schedule employee rallies
- 4. Schedule funded program tours
- 5. Follow-up with absentees
- 6. Issue weekly progress reports to United Way and your employees

After the campaign

- 1. Tabulate results and submit report envelope and required forms to United Way Staff
- 2. Submit pledge form copies to your payroll department for processing.
- 3. Draft a letter to be sent from the CEO/Leadership Team member to thank employees for their investment. Also thank committee, solicitor and contributors.
- 4. Evaluate what went well and what you'd like to improve and make recommendations for next year's campaign coordinator
- 5. Pat yourself on the back for a job well done!