

## Campaign Coordinators Guide

### Welcome to our local United Way Campaign team!

Thank you for agreeing to lead your organization's 2011 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 [joanneh@uwwce.org](mailto:joanneh@uwwce.org). On behalf of the United Way Board of Directors, our Campaign Committee, and most important, the thousands of people whose lives will be better because of your generosity—**Thank you!**

### Building Better Lives 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 Chairs

Our campaign is led by Matt Corbett, UWWCE board officer and Campaign Chair, and Bill Lunn, Celebrity Campaign Chair. Joined by their wives Kim and Sheri and their children, they are helping spread the message that this community is a beautiful place to live and an important place to give.



### Campaign Timeline

- **July 24:** Building Better Lives float in the Lumber Jack Days parade and evening event.
- **July 28<sup>th</sup>:** Pillars leadership givers event
- **Tuesday August 23 and 30<sup>th</sup>:** Coordinators and Ambassadors Training options
- **Before Labor Day:** HomeFronts delivered to all sites!
- **Sat September 10:** Live United bagging at Cub Foods **volunteers needed** from 10AM till 6PM
- **Tues September 13<sup>th</sup>:** Community Leadership Breakfast at Lake Elmo Inn Event Center
- **Monday September 19<sup>th</sup> and Tues September 27<sup>st</sup>:** Building Better Lives Volunteer Expo, 4-7 PM at Community Thread
- **Friday October 14<sup>th</sup>:** Casino Night at Acapulco
- **Mar 2011:** Campaign Celebration Event

## 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 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 Better Lives campaign team or develop your own theme.

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, 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. Just contact the United Way office for details and resources.
- Show the 2010-11 Campaign Video– Just contact us for a copy.
- 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. Just contact our office.

- **Attend the Building Better Lives Volunteer Expo on September 21<sup>st</sup>** – If a picture is worth a thousand words, “being there” is worth at least a thousand pictures. This event gives your employees a firsthand look at services made possible by their investment by meeting many of our partner agencies at one event! Plus, many opportunities to sign up to volunteer as an individual, or a group!

## 6. Put the Fun in Fundraising!

- Place a surprise (something small) at each employee’s workspace
- Host “Recognition Day” for employees who volunteer
- Provide free beverages for employees during the campaign
- Jeans Day/Casual Day
- 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 Building Better Lives Lego building contest, a Golf Outing or Mini golf tournament, a Treasure Hunt, Lip Sync Contest, Book or Bake Sale, Recipe Exchange, Company Theme Party, White Elephant Sale, Breakfast Bash/Pizza Party, or a Baby Picture Contest. See even more ideas in the attachments.

## Building Better Health Wellness Events

In these challenging times, building better lives also means taking care of your own health. Let United Way give back to your employees with these Building Better Health Wellness Events:

- **Wellness Talks:** Employees have fun while learning more about practical and simple ways to maximize their health. Taught by credible instructors who are registered dietitians, share this great information with your employees, and raise needed funds as well. A variety of topics are available including “Eating Well on Less” to help employees stretch their food budgets without sacrificing health.
- **Wellness Walks:** Get moving with some inspiration and guidance from a walking expert. Employees gather over lunch to take a guided walk and learn more about how to maintain this important habit for a lifetime of good health.

Please contact [mcanterbury@uwwce.org](mailto:mcanterbury@uwwce.org) for more information on how to get these events scheduled for your employees.

## 8. 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 just contact us.

## 9. 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) offering 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 30 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 Are Public School District. Your support helps ensure that...

- A safety net of food, shelter and financial assistance is available when needed most.
- 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.
- Our youth have positive activities and alternatives available so they can thrive.
- Individuals and families can access affordable health care, health insurance and prescription medications.
- Youth at-risk get support to get back on track.
- Emergency and crisis services support and sustain individuals and families when the unthinkable happens.
- Family caregivers get support, respite care and relief so they can better care for their loved ones. (See complete funded agency list that follows).

### **How much of my donation actually goes to agency programs?**

At the United Way of Washington County – East, administration and fundraising account for only 15% of the total budget. This means that 85 cents 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 to meet needs right here in Washington County and helps support critical local programs that impact our neighbors, friends, and those most vulnerable in our community such as:

- An elderly man who needed a ride to his friends funeral or the doctor
- A family using a food shelf for the first time
- Access to counseling when a teen uses drugs
- Legal advice to leave an abusive home situation with children
- Shelter and programs for people suffering from mental illness,
- Financial help when a family loses a job and the electricity is about to be shut off
- Therapy services for those who can't afford them

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 program.

**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 fund 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 – there is no minimum donation. (processing fees do apply)

**Will my contributions be spent on campaign lunches and celebrations?**

No. Volunteers pay for their own meals. 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 following is a list of partner agencies of the United Way of Washington County – East. Each agency has been carefully reviewed for non profit status, efficient operations and meeting priority community needs.

## **Attachment A: United Way of Washington County-East Community Partners**

**American Red Cross-** Relief for victims of disasters and helping people prevent, prepare for, and respond to emergencies.

**Arc Greater Twin Cities-** Support and advocacy for children and adults with intellectual and developmental disabilities.

**Charities Review Council-** Evaluates charities against established standards, monitors enforcement of charities laws, and provides information to aid donors in making decisions.

**Children's Home Society and Family Services-** Builds and strengthens families, and provides comprehensive adoption services.

**Community Thread (formerly Community Volunteer Services and Senior Center)-** Promotes volunteerism through volunteer involvement in providing transportation, senior activities, volunteer training and placement assistance, and holiday assistance.

**Courage St. Croix-** Rehabilitation, independent living, recreational, vocational, aquatic, fitness and family support services for children and adults with physical, sensory or neurological impairments.

**East Metro Women's Council-** Affordable housing, supportive services, and educational opportunities to help homeless and low-income families achieve self-sufficiency.

**East Suburban Resources-** Supports people with special needs go to work and participate in their community.

**ECS -Stillwater Family Resource Center-** Comprehensive, individualized services to families interested in achieving self-sufficiency and enhancing family strengths.

**FamilyMeans-** Helps individuals and families learn, work and nurture healthy relationships through mental health counseling, Consumer Credit Counseling, youth development, and caregiver support.

**Financial Assistance Fund (Valley Outreach)-**Emergency funds for housing, food, and medical needs to maintain stability of families and individuals in crisis.

**Girl Scout Council of MN and WI River Valleys-** Activities to help girls ages 5-18 deepen self-awareness, relate to others, develop values and contribute to society.

**Have a Heart, Inc.-**Respite care for adults with developmental disabilities and their families.

**Hope House-** A non-judgmental home providing care that respects the dignity of people living with HIV/AIDS.

**Human Services, Inc.-** Helps people challenged with issues associated with aging, mental and chemical health, and physical or sexual abuse through counseling, education and independent living support.

**Lakeview Hospice-** Care for individuals with limited life expectancy and their families, emphasizing quality life during the time of illness and supportive help during the bereavement period.

**Lakeview Prescription Assistance Program-** Helps qualifying individuals receive free and/or low-cost prescription medications from pharmaceutical companies and/or other sources.

**Legal Assistance of Washington County-** Legal representation, assistance and legal advice in civil matters for eligible County residents unable to afford a private attorney.

**LifeTrack Resources-** Employment services, child and adult therapies and early childhood/family services to help individuals with disabilities or other disadvantages build better, more independent lives.

**NAMI - MN/Washington County-** Services to eliminate the stigma of mental illness, effect change in the mental health system, and increase understanding of mental illness.

**Northern Star Council/Boy Scouts of America-** Programs for boys, ages 6-20, and girls, ages 14-20, that increase citizenship, values, physical skills.

**Portico Healthnet-** Assists low-income, uninsured individuals and families access affordable health coverage and care and health education for youth, at-risk populations and the general community.

**St. Croix Family Medical Clinic-** Comprehensive health care to those who are uninsured or underinsured.

**Tubman Family Alliance-** Support and services for families in crisis: safe shelter, legal assistance, counseling, youth and family support and community education.

**United Way – 211-**Referral services to those seeking assistance, 24 hours per day/7 days per week.

**Valley Outreach Foodshelf-** Food assistance and connection with community resources.

**Vision Loss Resources-** Services for visually impaired including counseling, support groups, home management, personal care training, peer counseling, and employment opportunities.

**Youth Advantage-** Helping low-income youth access extracurricular academics, music and sports.

**Youth Service Bureau-** Comprehensive counseling, court diversion and restorative justice services for youth and their families that are immediately accessible and affordable.

**Youth United Way-**Opportunities for youth leadership and growing philanthropy for youth grades 8-12.

## Attachment B: Sample Communications

### Sample CEO letter/email #1

Dear employee's name,

In this difficult economy, you probably know someone whose life has been affected. Needs are growing and hardworking families are seeking emergency financial assistance, neighbors need affordable health insurance and medications, elderly and disabled residents depend on transportation services to get to the clinic, at-risk teens need guidance to get back on track, young parents need shelter and support in a time of crisis. By giving to United Way of Washington County-East, you help meet these growing needs and create opportunities for each person to build a better life. Families and individuals, right here in our community, are facing new challenges and counting on our local United Way funded programs to be there for them.

Last year, <number of organization employees> joined this important effort and donated nearly <amount raised>. Thank you. Together our contributions help United Way of Washington County-East respond to community needs and work collaboratively, fund the most critical programs, and find long term solutions to keep our community strong.

Giving to our United Way is an easy way to make a real difference in the lives of those who are seeking support and help, often for the first time. Gifts to our local United Way are used wisely and carefully with local volunteers participating in funding decisions to ensure that funds are used effectively to make the biggest difference.

<Employee name>, I hope that you will consider contributing to this important campaign this year. When <organization name> combines multiple gifts of many sizes, they add up to make a great impact on the lives of many. **<Please join us at the United Way kick off presentation on date, time, place to hear more about the important work of United Way in our community> OR visit <link to United Way page on company website> to find out more about the important work of United Way in our community.>**

.I believe that <organization's name> can help carry on our tradition of generosity by surpassing our payroll donation goal of <company goal> and partner with our local United Way to build better lives, right here in the heart of Washington County.

CEO name

### Sample CEO letter/email #2

We are fortunate that in ever-changing times like these, there are some things of which we can always be certain—the love of family; the strength of friendships; and the critical community services provided through your contributions to United Way. Whether you realize it or not, at one time or another, we have probably all depended on United Way. Last year our employees helped raise more than \$\_\_\_\_\_ for our community, and this year, your generosity and spirit can help United Way do even more. Please join me in keeping the (company name) tradition of caring for our community.

**<Please join us at the United Way kick off presentation on date, time, place to hear more about the important work of United Way in our community> OR visit <link to United Way page on company website> to find out more about the important work of United Way in our community.>**

I encourage you to take a minute of your time to keep this community strong. Please join me in giving to United Way. CEO Name

### **Additional sample communications (email, check or mailbox stuffers)**

Mark your calendars for a special (Name of Kick-off Event) to celebrate the kick-off of the United Way Campaign. United Way provides the opportunity for all of us to give back to our community and to the things that matter most to us. Don't miss out!

Join us on (Repeat the date, place & time).

This is a busy time for all of us, but please remember the United Way Campaign is going on right now and will conclude on (Date). If you haven't already done so, please complete your pledge form and give it to your department coordinator as soon as possible. United Way makes it easy to give to the things that matter most. Please take a moment to help ensure that our community services are there when we need them most.

We're almost there! The United Way Campaign is almost completed and so far our employees have raised (Dollar Amount)! This is great news, but I know we can raise even more with your help. If you haven't already done so, please take a minute to complete your pledge form and give it to your department coordinator. Remember that United Way makes it easy to give to the things that matter most to you. Please take a moment to give from your heart!

### **Sample Thank you communications (email or letter)**

You've done it again! I am proud to announce that in a magnificent display of community spirit, our employees have raised a total of (dollar amount) for the United Way Campaign. Thanks to all of you, hundreds of people in the heart of Washington County will receive help, hope, and the opportunity for a better life. Thank you for your kindness, your generosity, and your caring commitment to the things that matter most in our community. —Sincerely, CEO Name

As your United Way Campaign Coordinator, I sincerely thank everyone who worked hard to make this year's effort so successful. Your generosity was truly inspirational! Thanks for making my job as coordinator so gratifying. It is great to be working with a group of people who care so much for our community. Thank you. —Sincerely, Coordinator Name

### **Sample 20-30 minute program**

**2 minutes: Campaign coordinator** or company representative welcomes employees and explains the purpose of the campaign and how the company will support the campaign.

**3 minutes: Company CEO** or labor leader (if applicable) provides statement of support. This establishes a corporate and labor commitment to United Way and encourages company-wide participation.

**3-10 minutes: Campaign coordinator/United Way representative** provides an overview of United Way and the impact of its services.

**3-5 minutes (optional)** Employee testimonial or funded program speaker illustrates how employee contributions are making a difference in our community. Contact UWWCE for speakers!

**4-5 Minutes: UWWCE 2010-11 video** Campaign video raises the audience's awareness and encourages them to actively support their community by giving through the United Way campaign.

**3 minutes- The campaign coordinator or company representative:**

- asks employees to complete pledge cards
- describes incentives
- tells employees about the leadership giving program
- answers questions
- thanks everyone

## **ATTACHMENT C: EVENT IDEAS**

### **Building Better Lives Lego contest**

Gather the Legos for this great team or individual contest. Employees build houses, vehicles, or people from Legos or even sugar cubes. The contest can be timed or teams can be given a few days to complete their “masterpiece”. Charge an entry fee to raise funds.

### **Used Book or Bake Sale**

Fill a room with donated used books or baked goods and raise funds for our community!

### **Coin War**

Provide each department with an empty water cooler bottle. Employees drop their spare dimes, nickels and pennies into the bottle and these coins are counted as “positive.” A quarter counts as “negative.” Employees may sabotage their competing department’s bottles by dropping a quarter into their bottle. At the end of the campaign, all coins are counted and the group with the highest score wins.

### **Casual Day**

Sell Casual Day stickers allowing employees to dress casually on certain days. 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.

### **A Sweet or Healthy treat.**

Conducted via employee mailboxes, this option provides “treats” to employees along with daily reminders of how participating in the United Way Campaign helps people in our community. Use sweet treats or healthy treats— whatever works best for your audience!

### **Sponsored or Potluck Lunch**

Hold a weekly potluck or sponsor a lunch, charge \$3-6 for lunch and raise money for United Way!

### **Ugly Tie/T-shirt Contest**

Invite employees to compete for the “Ugliest Tie” (or T-shirt) and charge a small entry fee. Charge employees \$2 per vote and then “auction off” the winning item. Whoever wins gets to choose another employee to wear the tie for the rest of the day.

### **Paper Airplane Contest**

Have a contest for the best paper airplanes and charge a small entry fee. Competition can include categories for the fastest plane, straightest flight, best design, etc. Have departments compete against each other for the top prize.

### **Baby Picture Match Game**

Invite employees to try their luck matching baby or pet pictures to pictures of managers. Award the entry with the most correct answers with a prize, or some other fun incentive. Charge employees \$2 per vote.

### **Chili or Soup Cook-off Contest**

Employees 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 and the winner has his car washed by the department manager.

**Making Choices Game:** See attached game for details.

## Attachment D: United Way of Washington County-East 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 and Union Leader (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/Union Leader 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!