

Campaign Coordinator's Guide

LIVE UNITED



Thank you for the job you are about to undertake. There are two things you should know right off the bat. First, you should feel proud that you have been asked to serve in this capacity. Not everyone has the opportunity to directly help our local nonprofit community in their efforts to help people in need. Serving as Campaign Coordinator for your company allows you to do just that. Second, United Way is here to help you. If there is anything you need, please don't hesitate to call us. Phone numbers for your local staff persons can be found on the last page Guide.

Here are some ideas and instructions that will make your United Way campaign a success. At the end of this list is a checklist you can use to help you keep track of these proven practices and utilize those that are appropriate for your business.

1. Set a goal for your campaign and publicize it to your employees. This might not necessarily be a dollar goal – you can set a goal of increased participation in the campaign from employees.
2. Dedicate a meeting to the United Way campaign. Announce the date in advance and give the employees examples of what is supported by their donation by copying information from United Way or by sending a link to our website (www.mjunitiedway.org).
3. Invite a representative from United Way to attend your campaign meeting to quickly tell employees what United Way is all about.
4. At the employee meeting, help introduce the United Way staff. Also remind employees of any deadline, your campaign goal and of any incentives.
5. After the meeting, collect pledge cards from employees.
6. Create a fun theme for your campaign and carry it through all your communications about the campaign. For example, if you selected a football theme, you could send messages in the days leading up to the campaign employee meeting that have football references. This is an easy way to add a little fun to your campaign.
7. Attempt to obtain support from your management team. A word of support from the person in charge of your business or a note they provide to employees usually works well. The word of support or the note should not make the employee feel like they have to give to please the boss, but instead should simply tell the employee this is something the employer supports and that he or she wants the employees to consider supporting it too.
8. Send a group of employees on a tour of a couple of local United Way partner agencies. This is a great way to get employees to see what this is all about. Have them share their experiences at the employee meeting. Contact your local United Way staff to arrange a tour.

9. Try to find employees who have benefited from the services of a United Way partner agency. If someone has used a partner agency to help them at one time or another, and is willing to talk about their experience in a positive way, ask them to speak at the employee meeting. This is the MOST effective way to get employees to give.
10. Offer incentives for employees to give. See the list of incentives later in this guide for ideas.
11. Distribute United Way information and pre-labeled pledge cards to all employees.
12. Set a deadline for the pledge cards to be submitted. Some employees will undoubtedly want to think about it before deciding whether to give or not. Others will fill out their pledge card during the meeting. Ideally, you should give employees no more than two weeks to complete and submit their card.
13. Complete the pledge summary envelope, enclose the hard copies of pledge cards and cash contributions in the envelope, seal it, then:

Call or email for pick up
Katie Leister, Resource Coordinator
717-248-9636
kleister@mjunitedway.org

14. The pledge summary envelope will give you a total for your employee donations. ***If there is any corporate gift, please add that information to the envelope as well.***
15. Share your final total with your employees and compare it to the goal you set to begin your campaign. Even if you did not hit your goal, you still want to thank employees for their support and make them feel proud that they gave what they could.
16. Invite United Way back next spring to thank employees for their donations. United Way will share a success story illustrating how donations are helping people in need right here in our community.

| Best Practice | Notes |
|--|-------|
| Set goal for campaign | |
| Form internal team (Keep experienced people on the internal campaign team so new team members can draw from their experience.) | |
| Show that management supports the campaign | |
| Engage Union leadership | |
| Hold employee meeting(s) to ask employees to give | |
| Distribute UW information and pre-labeled pledge cards to employees personally (one on one) | |
| Set deadline for pledge cards to be submitted (tie to incentives) | |
| Offer payroll deduction | |
| Find employee who benefited from UW partner agencies and ask to tell story | |
| Send group of employees on tour of three or four UW partner agencies and have them report back to other employees | |
| Create internal fundraising events as part of campaign (<i>for ideas – see page 4</i>) | |
| Offer incentives to encourage employee donations (<i>for ideas - see page 4</i>) | |
| Encourage friendly competition between departments to obtain 100% participation <ul style="list-style-type: none"> • Gets new givers • Make sure it's their choice • Builds camaraderie | |
| Offer New hires the opportunity to pledge during orientation | |
| Provide employee for Community Investment Committee | |
| If corporate has a formula for matching funds, ask if employee giving increases if they would consider increasing the match "formula" | |
| Testimonials from Day of Caring team members <ul style="list-style-type: none"> • Diversify Day of Caring teams so different people have the opportunity to see what agencies do. | |
| Thank employees and report final giving totals to them. | |

Create internal fundraising events as part of campaign

United Way campaigns are fun when you incorporate fundraisers. There are so many fun fundraisers that will fit your company and comfort level. Fun is contagious! So remember if you are having a good time, everyone is going to have fun too! Here are some easy and fun event ideas to help enhance your workplace campaign.

Food Related Fundraisers

- **Bake Sale-** Have employees bring their favorite baked goods to sell, with the proceeds going to United Way. This may be set up using the honor system with prices on the products and a can for donations.
- **Chili Cook-Off Contest-** Employees (or a team of employees) cook their favorite chili recipe and enter it into a cook-off contest. You can charge teams or employees to enter the contest. A panel of selected chili experts will vote on the official chili champion and employees pay a small amount to taste the chili.
- **Potluck Luncheon-** Have employees bring a dish and then charge \$3-\$5 to eat lunch. You may want to set a theme such as, Italian Food, Mexican Food, International, Vegetarian, etc. Don't forget desserts! You can also tie-in a chili-cook off and have judges identify the best, hottest and most unusual dish.
- **Tailgate Party-** Create a sports theme for your campaign to coincide with football season. Back a truck in the employee lounge, lower the tailgate, and sell football fare:
 - Hamburgers
 - Hot dogs
 - Chips
 - Soft drinks
 - PeanutsPlay a game of flag or video football with participants donating an entrance fee and observers waging bets.
- **Sundaes on Mondays-** See if employees would be willing to donate ice cream and toppings. Make ice cream sundaes during the lunch hour for employees to purchase on designated Mondays.

Games/Contests

- **Children's Drawing Contest-** Have children draw what "helping others", "hope" or another theme means to them. Contest is limited to children under 12 who are related to any employee. There is a \$5.00 entry fee per child. Employees vote for the best drawing by paying \$1.00 per vote.

- **Paper Airplane Flying Contest-** Employee makes airplane by folding same size paper or they build at home and bring in to work. Set winner categories for plane that flies farthest, straightest, most loops and best decorated.
- **Ugly Tie/Ugly Earring Contest-** All contestants pay \$5.00 to enter the best awful earrings or ugly ties they own (or can make or borrow)! Place voting boxes at various places around the office, and charge \$1.00 per vote. Employees vote as many times as they want for their favorite. Have a parade of all contestants, offering a last chance to vote at the end of the day.
- **Baby who are you?-** Ask your employees to bring a baby picture of themselves. Display the baby pictures in the break room or in a display case if you have one. Number each of the pictures. Create a voting ballot with the picture numbers and a line for each. Include the rules of the game and the potential prizes on the ballot. The voter will identify employee and record them on their ballot. Include a list of participating employees to match up. The voter will pay an entry fee for each ballot (\$1 each, five votes for \$4—or whatever you choose). You can vote as many times as you wish. The person who gets all the answers correct wins a prize.
- **Employee Guessing Events/Trivia Questions-** Have employees purchase chances to guess in the trivia questions.
 - The company's grand total given to the community
 - Community needs question ("How many homeless people live in our community")
 - The amount of candy (Jelly Beans or M&Ms or other items in a jar)
 - Guess whose pet belongs to which employee
 - Guess middle names or unknown initials

Other Fun Fundraising ideas

- **Jean Day-** Sell jean day badges allowing employees purchasing them to dress casually on certain days. Employees purchase badges for \$5.00 each. The badges carry an expiration date, depending on the amount donated.
- **Parking Space Raffle-** Raffle a parking space for a month, quarter, or year, or sell a United Way Parking spot in a silent auction.

Incentives

Here are some fun ideas for incentives you can provide that work to encourage employees to give.

- Premier parking spaces (one employee for one year or 1 employee/month)
- Give away items for the employee who turns in their pledge form first. A company t-shirt, hat, lunch with the boss or a gift certificate/gas card to a nearby business are good give away items.

- Hold a drawing for all employees who donated. Prizes can be similar to those mentioned above, but bigger prizes usually result in more donations.
- Personal Day (An extra day off or half-day off for a certain level of donation. Most companies set the minimum donation for this incentive equal to one day's pay for the employee)
- ½ day off for pledges of \$2/pay
- Day off for pledging 1% of salary
- Use food - Hold an ice cream social or pizza party after the campaign is complete for all who participated. Do it on a Friday as a way to get the weekend started. Offer free food at employee meetings where employees are asked to give. If the employee isn't there to be asked, most likely they will not give. Free food is a proven method to boost attendance at these meetings

Be sure to share your successful fundraising events with your local United Way office in efforts of helping other workplace campaigns grow. We are here to help you in our efforts to make our community healthier.

THANK YOU FOR LIVING UNITED!

United Way of Mifflin-Juniata
 13 East Third Street
 Lewistown, PA 17044
 (717) 248-9636

Katie Leister
 Resource Coordinator
kleister@mjoinedway.org

Oksana DeArment
 Executive Director
odearment@mjoinedway.org

Website: www.mjoinedway.org
 Facebook: www.facebook.com/mjoinedway



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