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Your United Way Campaign: Making it Fun!

Incentives for Employee Participation:

Here are a few things you could give away to encourage giving:

- | | | |
|-------------------------|------------------------------|--------------------------|
| -Paid time off | -Corporate promotional items | -Movie Passes- |
| Gift cards/certificates | -Cups/mugs/can huggers | -T-shirts |
| -Reserved parking | -Pizza parties | Gas cards |
| -Door prizes | -Vendor promotional items | -Tickets to local events |
| -Gift baskets | -Weekend vacation getaway | -Extended lunch hours |

Some criteria for receiving a gift could be: rally attendance, pledging "My share" or higher, pledging any kind of gift, trivia game winner, or a number of other things. Incentives can also be given to departments or teams for group performance. Groups with the highest per capita gift, 100% participation, or best attendance at rallies could win one of the prizes.

Fun things to do for your United Way Rally:

It's always a good idea to spice up a United Way presentation with a few fun activities. Here are a few examples of things to do to liven up the meeting:

- Have a "Casual Dress Day" on the day of the rally
- Provide refreshments
- Create a UW trivia game to spark interest
- Do a theme-based rally (Mexican Fiesta, All American, etc)
- Put up simple decorations
- Organize a skit or humorous speech

Extra Fund Raising Events:

These are simple activities you can organize to raise extra money for the campaign.

- | | |
|---------------------------------|---------------------|
| -"Guess the Baby Photo" Contest | -Raffles |
| -Bake Sales | -Golf Tournament |
| -Hotdog/Hamburger Lunch | -Bowling Tournament |
| -Spaghetti Dinner | -Craft Show/Auction |
| -Womanless Beauty Contest | |

UNDERNEATH EVERYTHING
WE ARE
 UNDERNEATH EVERYTHING
WE DO
 WE ARE ALL PEOPLE,
 WITH THE POWER
TO HELP
OTHER PEOPLE



Jennings County
 United Way

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Campaign Coordinator Guide

We know times are tough.

That's why your United Way representative is here to help with ideas and tools that will make it easy to run a successful campaign. We are all feeling the effects of the economic downturn, and many of you are working harder than ever to keep your business on top.

At the same time, we are seeing more of our neighbors, coworkers, and friends living on the edge—some for the first time.

The United Way annual campaign is about bringing people together to tackle our community's most difficult issues because no one person or organization can do it alone.

You have a unique opportunity to tell people how they can be a part of the solution. Together, united, we can inspire hope and create opportunities for a better tomorrow.

That's what it means to **LIVE UNITED**.

As your organization's Campaign Coordinator, you are taking on an important role in our community. By giving your time and talent, spreading the word, and bringing your unique strengths and skills to the campaign, you are helping advance the common good. You **LIVE UNITED**. On behalf of the Campaign Cabinet and the account managers who will be with you every step of the way, the many volunteers who will be with you, the one you will touch with your message, the whole community that will be better because of your actions —

From all of us—

We thank you.

Samples for the CEO

If your employees know that the CEO or President of the company cares about the Jennings County United Way they will be much more open to giving

SAMPLE LETTER OF CEO ENDORSEMENT

(company letterhead)

Dear (employee name):

The United Way campaign at (company) will begin soon. I encourage you to **LIVE UNITED** as friends and co-workers as we work toward building a better community for all. Your personal pledge will provide funding to dozens of human service agencies that really help the people of Jennings County.

Local agencies do a tremendous job of helping as many people as they can with limited funds, but community needs increase every year. Many people still need our help.

The people at (company) have a history of generous support for United Way. Many of us choose to make a personal pledge. To those of you who have given in the past, I thank you and hope that you will continue your support this year. To those of you who may not have made a personal pledge in the past years, I hope that you will take advantage of this opportunity to support so many causes with one gift.

Remember that when you reach out a hand to one, you can influence the condition of all. Please give.

(CEO)

SAMPLE CEO LETTER OF THANKS

(company letterhead)

Dear (employee name):

On behalf of (company) and the Jennings County United Way. I would like to express my deep appreciation for your involvement in this year's United Way Campaign.

Your personal contribution made if possible for us to raise \$(amount) for the dozens of programs serving Jennings County. Because of your commitment and the commitment of other dedicated, caring employees like you, the Jennings County United Way can reach many people with its message and continue to provide needed services to our community.

Thanks again for your commitment toward advancing the common good.

(CEO)

Seven Simple Steps to a Successful Campaign

Your United Way contact can help you organize your campaign, plan your meetings, and set goals.

1. Secure CEO Support and Set Employee Goal
 - Ask for CEO's endorsement in a letter to employees (see sample)
 - Discuss Giving Incentives for Employees with CEO (see back cover)
 - Invite CEO to personally support United Way at meetings and rallies
 - Work with UW contact to set realistic goals
2. Promote Payroll Deduction
 - Work with Payroll Department to organize payroll deduction option for donors
 - Explain and encourage payroll deduction via email or memo prior to rally
3. Plan for 100% Contact
 - Personalize a pledge form for each employee, to ensure they receive it
 - Require all employees to submit a signed pledge card, even if it is for \$0
 - Distribute pledge cards to all employees
4. Schedule Rallies and Speakers
 - Schedule 10-20 minute rally with CEO, confirming his or her attendance
 - Notify United Way Rep. of rally to arrange an agency speaker
 - Send memo to employees asking for testimonials from those who have been helped or know someone who was helped by a United Way agency
5. Hold United Way Rally or Presentation
 - Use sample agenda on previous page for a guide if necessary
 - Require mandatory attendance by all employees
 - Have employees turn in pledge cards at rally
6. Finalize Campaign
 - Follow up with employees who haven't returned pledge cards
 - Tabulate pledge cards, verify their accuracy, and check for signatures
 - Complete the campaign report envelope by using the checklist
 - Notify your United Way Rep. when completed
7. Thank Employees
 - Utilize internal resources like letters, bulletin boards, email, newsletters, and marquees announce results and thank participants
 - Ask the CEO to also thank the employees in a separate forum

Steps to Success

The most successful Campaign Leaders follow a few guidelines to ensure an outstanding campaign. Here are a few tips to help you get started.

1. Get Connected!
 - Join our eNews letter: CommunityConnections,
 - Talk with your United Way contact to learn how we can help!
 - Attend or host a campaign coordinator training.
2. Obtain top management support
3. Build a stronger campaign team
4. Develop a campaign plan
5. Promote and prepare
6. Kick off your campaign
7. Make an "Ask"
8. Monitor your progress
9. Campaign Wrap up
10. Stay involved year round

Make it your own!

Our Annual Report is a snapshot of our United Way that can help you field questions and decide what your message will be. It is available on our website, and donors can request a copy on their pledge cards.

Prepare our own "Elevator Speech" - you have 1 minute to say a lot!

Know what we do, and how we do it and why its important.

What you can do—Give. Advocate. Volunteer.

Why give to United Way?

Accountability & transparency

Planning Your Campaign Rally

Sample Rally Agenda

Distribute Brochures, Pledge Forms & Pens Prior to the Start of the Rally	
Welcome/Introduction	
Endorsement of United Way by CEO	1-4 Minutes
Comments by Campaign Coordinator (see example at bottom of page)	1-4 Minutes
Employee Testimonial or Agency Speaker	1-3 Minutes
Campaign Video (prepare & test prior to rally)	3-4 Minutes
Closing Remarks from CC and/ or UW Representative	1-3 Minutes
Collect Pledge Cards	2-3 Minutes

Suggestions for Campaign Coordinator Comments

- Introduce yourself & **thank everyone** for coming
- Give your audience **reasons for supporting** our United Way
- Announce the **matching grant opportunity!** Everyone loves a chance to **multiply their dollars, and their impact**
- Share your personal feelings about **why you support** United Way
- Announce special **events/incentives** your company may be offering
- Announce your **company's goal**
- Announce our **community's goal—\$225,000** for our 2012 campaign.
- **Ask** each person to give at “My Share” or a leadership level,
- Ask for **pledge cards completed and turned in** before leaving
- **Thank everyone** for their participation

Samples for the Campaign Coordinator

Your enthusiasm & planning will dramatically impact the success of your United Way Campaign

SAMPLE EMAILS / Memos

3 WEEKS BEFORE CAMPAIGN RALLIES

On (date) (company name) will participate in the annual United Way Campaign. The employees of (company) has proven to be very caring and supportive in previous United Way campaigns. Last year, we raised \$(amount) to help dozens of programs in Jennings County provide valuable services to our community. That would not have been possible without each of you who participated.

This year, we have set a goal of \$(amount). This is a (amount)% increase over last year's contributions, but we feel confident we can achieve it if we all do our part.

I will continue to keep you informed of all the fun activities and exciting contests that we have planned in the upcoming weeks.

Join Hands.

LIVE UNITED.

2 WEEKS BEFORE CAMPAIGN RALLIES

Dear Employee:

Only 2 weeks away from our annual United Way meetings and we are getting very excited about it. This is the only opportunity that (company) offers us to contribute a small amount of our paycheck through payroll deduction to show our community support. More importantly, that ONE single contribution goes to help not just ONE program in the Jennings County, but dozens!

Did you know that.....(insert info from annual report / matching grant sheet / etc).

More important info about United Way to follow. Start thinking about how you can help.

Open Your Heart.

LIVE UNITED.

ONE WEEK BEFORE CAMPAIGN RALLIES

We are only a week away from the opportunity to help so many in Jennings County by participating in this year's annual United Way Campaign at (company). After hearing a few words about how United Way has made a difference in someone's life, you will be asked to make your personal pledge. (company) has set a goal of \$(amount) for this year's campaign. We need your help to make that happen. Please consider giving your “Fair Share” which is just one hour of your pay per month or 1% of salary.

Did you know that.....(insert info from annual report / matching grant sheet / etc).

Think of WE before ME.

LIVE UNITED.