

Welcome

Welcome to the United Way team! United Way would like to congratulate you on being appointed Employee Campaign Coordinator for your organization’s annual Campaign.

You are joining a great group of volunteers from across Washington County who are working together to meet this year’s community fundraising goal. These funds will provide services to our community’s children, families, and older adults, along with ensuring that everyone’s most basic needs are met.

As you work on this year’s campaign, please remember that the United Way of Washington County - East is an independent, local nonprofit organization.

Our mission is to strengthen our community by raising awareness and funding for health and human service programs - while providing critical funding for programs that prevent problems like substance abuse, teen pregnancy and domestic violence.

The United Way of Washington County - East supports agencies working throughout the heart of Washington County.

A volunteer board of directors comprised of 32 local residents governs the United Way of Washington County - East. They represent all segments of our community, and are responsible for key policy decisions.

Campaign Success

This guide is meant to help you and your committee get started in the planning process. Successful campaigns are a mix of strategic planning, broad participation, fun ideas and lots of heart!

Your success during this process is the community’s success. Please know that you are a valued member of the United Way team. If you need help, call 651-439-3838. Also, all of the letters, logos, graphics and photos used in this year’s campaign are available to you electronically. Please call our office to get your copy.

Campaign Best Practices

- Send advance emails, reminding staff members that campaign time is coming
- Make people feel special
- Place a surprise (something small) at each employee’s workplace
- Develop payroll stuffers reminding employees of the campaign
- Give balloons/pins to all who attend the campaign meetings (United Way has these materials)
- Host “Recognition Day” for employees who volunteer
- Provide free beverages for employees during the campaign
- Invite United Way-funded program representatives as speakers to your workplace

Campaign events put the FUN in Fundraising!

Day Off Raffle	Golf Outing
Jeans Day/Casual Day	Treasure Hunt
Reserved Parking Spots	Lip Sync Contest
Company Theme Party	White Elephant Sale
Breakfast Bash/Pizza Party	Baby Picture Content
Front-Row Reserved Parking	Weekend at a Cabin
Tickets to a Sporting Event, Concert, Theater or Movie	
Donated Fishing/Boating/Sailing Outing	

Campaign Video – Educate employees about the work of the United Way of Washington County - East. For a copy, call 651-439-3838.

Speakers – 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 by calling 651-439-3838.

United Way-Funded Program Tours – If a picture is worth a thousand words, “being there” is worth at least a thousand pictures. A tour is the best way to educate your employees about the United Way, and get a first hand look at services made possible by their investment. To arrange a tour you may call our office at 651-439-3838. Two weeks advance notice is appreciated.

Displays – United Way displays are available to augment your campaign or use our CD to create a display of your own.

6 steps to success

1. establish leadership

Involve your CEO and Union Representative (if applicable.) 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. Encourage them to endorse the campaign in a letter to all employees.

Don’t try to do it all alone! Recruit a campaign committee. Include both management and hourly or union employees. Include people with special talents who are committed to the United Way.

2. set a challenging goal... and develop your strategy

- include a Leadership Giving Campaign
- create a plan to increase participation
- create a plan to increase pledge amounts
- offer incentives
- find out if your company will be giving a corporate or matching gift

3. plan carefully

Develop a timetable for your campaign. Include:

- the time and place for your workplace kickoff
- plan for a United Way-funded program tour
- schedule a meeting that includes a United Way speaker
- assess your campaign resources:
 - Budget
 - Facilities
 - Volunteers
- personalize pledge cards in advance

Establish a record-keeping and reporting system. Appoint solicitors and provide a program to train them. Remember, United Way campaign specialists are here to help.

Plan promotions and publicity using email, bulletin boards, newsletters, payroll stuffers and memos as forums for your campaign message. Your United Way campaign specialist and staff can provide you with exciting ideas and materials. Personalize your campaign approach by holding a special kickoff breakfast or luncheon. Offer incentives for donors such as participation in raffles.

4. select solicitation approach

group solicitation “20 minute program”
A successful way to ask employees to contribute is through *group solicitation*. Bring employees together to view the United Way campaign video, hear a speaker, receive United Way literature and generally have fun.

one-on-one solicitation

This is a more personal approach and involves the asking of one employee by another – preferably a peer. One-on-one solicitation often results in greater participation rates.

- recruit one solicitor for every 10 employees
- recruit solicitors who are committed to United Way
- Train recruits with the help of the United Way staff
- Follow up on absentees, part-time employees and new hires throughout the coming year

5. report results

- make sure all pledge cards are returned
- relay final results to entire company as soon as results are available
- summarize employee gifts on the campaign envelope
- evaluate your results and make recommendations for next year’s coordinators
- provide United Way with the names of leadership donors by categories of giving

6. thank contributors

- you and your fellow employees made it happen, give everyone credit for coming through!
- have an employee reception for all contributors with the CEO and labor leader (if applicable) offering personal thanks
- 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 your committee members and solicitors; plan a special event or give a special thank you gift

campaign coordinator checklist

Before the campaign

- ___ 1. Meet with United Way Campaign Staff and/or 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. Schedule training for solicitors (United Way staff can help)
- ___ 9. 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 Campaign Staff
- ___ 2. Thank your committee, solicitors, and contributors
- ___ 3. Draft a letter to be sent from the CEO/Union Leader to thank employees for their investment
- ___ 4. Evaluate your company's campaign strengths and weaknesses and make recommendations for next year's campaign coordinator
- ___ 5. Pat yourself on the back for a job well done!

Sample letter

Dear (employee's name):

It's that time again - time to consider giving to the United Way. We have a very important decision to make. Will we, as employees of (Company Name), invest in programs and people making a difference right here in Washington County?

Last year so many of us answered "Yes" to this question and we thank you for that. Our United Way contributions helped meet the critical needs of hundreds of children, families, senior citizens, and disabled people. Not only did our gifts help meet the needs of our community - they also invested in a wide variety of programs that actually prevent our most common problems - things like substance abuse, family violence, and disability.

Donating to the United Way makes a dramatic difference in our community. Personally, I am proud of everything this company and its employees have done over the years to support the work of our local United Way agencies.

The time has come to ask you again to join us in support of the life-changing work of the United Way. Your gifts will be directed to the agencies that are at work every day, addressing the most urgent issues we all face as a community. Now, more than ever, your community needs your generosity.

Please join me in supporting the work of the United Way this year. Together, we can be proud of what we have made possible for our community.

Sincerely,

(CEO and/or campaign coordinator)

For an electronic copy of this letter, please call the office of the United Way of Washington County - East at 651-439-3838.

20 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.

4 minutes

Campaign coordinator/committee member provides an overview of United Way and the impact of its services. This informs the audience of the needs in our community, and offers them the opportunity to participate in addressing those needs.

5 minutes

Employee testimonial or funded program speaker illustrates how employee contributions are making a difference in our community.

3 minutes

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:

- asks employees to complete pledge cards
- describes incentives
- tells employees about the leadership giving program and encourages them to join
- answers questions
- collects pledge cards
- thanks everyone

making an impact

through your local United Way



Campaign Coordinator's Guide

United Way of Washington County - East 

formerly the St. Croix Area United Way

www.UWWashingtonCountyEast.org
tel. 651-439-3838