

Campaign Coordinators Guide

Welcome to the United Way Campaign team!

Thank you for agreeing to lead your organization's 2009 United Way Campaign. Your personal commitment to this year's effort is important, and we sincerely appreciate your assistance. As an ambassador for your United Way, you are one of our most important campaign volunteers. You play a key role in helping to educate your co-workers about the impact United Way is making on issues facing the heart of Washington County.

This Guide provides the information you need to build upon last year's success—whether you are a first-time coordinator or a veteran. 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

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

With needs growing, this year's campaign is more important than ever. Our community campaign theme Building Better Lives is a chance to communicate the impact that United Way support has in our community.



Campaign Timeline

- July 26: Community kick-off at Lumber Jack Days parade and evening event; HomeFront Remodeling contest announced
- August 18-29: Solicitors and Coordinators Training sessions
- September 1st: Official Start of Campaign Season
- Labor Day Weekend: HomeFront Remodeling Contest begins
- September-October: HomeFront Remodeling voting and winner announcements
- March 2010: Campaign Celebration Event

About the United Way of Washington County-East

Our mission is to unite our communities and local resources to give each person the opportunity to build a better life.

Our United Way is a locally governed, locally funded, and locally focused .

All of the money raised by United Way of Washington County - East stays here in the community. Every year, a unique, volunteer-driven process determines where the funds raised will have the most impact. One gift to the United Way of Washington County will help 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

We accomplish our mission by collaborating with others and focusing funding in the following focus areas:

- Promote Thriving Children and Youth
- Increase Financial Stability and Meeting Basic Needs
- Improve Health and Independence
- Connect People to Services

Support for your local United Way serves real needs, and builds better lives, throughout our community.

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. Also, talk with last year's coordinator to review what ideas worked within your organization. Become knowledgeable about 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.
- 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.
- 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. 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

- Show Campaign Video or Building Better Lives slide show - 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.
- 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. Two week advance notice is appreciated.

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, Company Theme Party, White Elephant Sale, Breakfast Bash/Pizza Party, or a Baby Picture Content. See even more complete ideas in the Event Ideas section later in this guide
- United Way can provide balloons, Casual Day stickers, other stickers, T-shirts, and other items too, just contact our office!

- **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.
- **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 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.

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 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 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!



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.

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!

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.

Sample Communications:

Sample CEO letter #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.

.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 #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. I encourage you to take a minute of your time to support the things that matter most. Please join me in giving to United Way. CEO Name

Sample E-Mails

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

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 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/United Way representative 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
- answers questions
- thanks everyone

FREQUENTLY ASKED QUESTIONS

Who decides where all the money goes?

Funding decisions are made by panels of local volunteers who carefully review our community needs and allocate funds.

Each year, a group of local Fund Distribution volunteers carefully interview agencies, review needs, programs and program applications. These volunteers discuss and collaborate to determine what amounts should be given to each agency, 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...

- 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 dollar goes straight back in to the community for direct programs and services. Funds are used for direct programming and agencies are not allowed to use United Way funds for their administration and fundraising expenses. United Way gifts funds their programs – not their administrative overhead. Over the years, our United Way's support has become an important and consistent source of funding that keeps our community strong

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.

I can only afford to give a small amount. Should I even bother?

Each and every donation is vital. Consider what amount you can afford on a per-paycheck basis, 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.

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 types of employee campaigns: coin drives, bake sales, golf tournaments, and one-time gifts are just a few examples. The most important thing is that all employees are invited to participate.

Are all United Ways part of the same organization, like the American Cancer Society?

No. Every United Way is its own, independent organization, with its own local board of directors. The United Way of America is our organizing trade group, providing us with branding resources, professional development, and operating standards. Together, every independent United Way strives to make every community across our county a better place to live.

What happens when I designate? When you designate a specific agency or program, we send your donation directly to that organization – there is no minimum donation.

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.

United Way of Washington County-East AGENCY 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.

Warehouse Skate Park-A year round place for youth to skateboard, volunteer, and make friends.

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.