

2009 Employee Campaign Chair Guide



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LIVE UNITED™



United Way
of Atlantic County

We Are Here To Help You

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Welcome

Thank you for your participation in the United Way Campaign. As an Employee Campaign Chair, you are a critical part of an exciting and far-reaching community-wide effort. By leading your company's United Way workplace campaign, you play a big role in ensuring that thousands of people from neighborhoods throughout our region receive the support and assistance they need. We know that this is an added responsibility for you and we truly appreciate your commitment of time and effort – you are helping to make this a terrific campaign year!

This Employee Campaign Chair Guide contains the information you need to run a successful campaign. We hope you will take advantage of this easy-to-use guide and your United Way representative, who can help answer your questions and assist you in maximizing your campaign efforts. And, don't forget to visit our website at www.unitedwayac.org for many valuable resources.

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Resources for Your Campaign

How will you manage to run a successful campaign and do your job at the same time? Relax. Help is on the way! Your greatest resource during the campaign is the United Way representative assigned to help you. Your United Way representative can provide you with resources that will make your experience as campaign chair easy, fun, and rewarding. Your representative is also eager to help plan your activities, train campaigners, obtain materials, and report results. Request any of the following resources – as well as pledge forms, employee brochures, etc. – through your United Way representative.

- **United Way on the Internet**—If you are looking for more resources to help you run a successful campaign, visit your local United Way’s Web site at <http://www.unitedwayac.org>. You will find a Campaign Toolkit that includes facts about United Way, common questions and answers, sample campaign timetables and letters, theme and incentive ideas, success stories and logos.

- **Help for your campaign**

Your United Way’s Web site may feature more easy-to-follow suggestions on how to run a successful United Way campaign.

Included might be files with a variety of formats of the sample letter in this guide, sample e-mail, and sample voice mail messages. Also included might be information sheets targeted to specific audiences, sample meeting agendas, profile stories that help put a human face on donors’ contributions, answers to frequently asked questions, and services funded in your county.

- **Logos, graphics and photos**

- A set of standard United Way logos and other graphics.
- Grayscale .tif files of photos used in United Way’s printed materials.

- **Campaign Flash Videos**—You can receive short Flash videos that are appropriate for campaign kickoffs, employee group meetings, campaigner training, and leadership giving solicitation.

- **Agency Speakers, Tours, and Displays**—Invite a speaker from a United Way-supported agency or special project, or arrange for your campaigners to tour a local agency.

- **Campaign Poster**—Display them to raise awareness and generate support for the campaign.

- **Merchandise Catalogue**—An array of United Way incentives and awards is available for purchase.

Steps to Running a Successful Campaign

1. Recruit a campaign team

To make your campaign as easy as possible, recruit co-workers to help you. Be sure to include people who are enthusiastic and have a good relationship with their colleagues. Include representatives from your management team to assist in soliciting management; communications department to help promote the campaign through company communications, newsletters, and events; payroll department to assist in processing the pledges and providing up-to-the-minute results and reports on your progress; and, if applicable, gain Labor Union support to assist in formulating strategies and communications that appeal to labor. Try to make sure the campaign team represents the diversity of the work force, (i.e., gender, ethnicity, job responsibilities, etc.). Don't overlook retirees – they would enjoy being included.

2. Set a goal

Reviewing last year's results is always helpful to determine your campaign's greatest area of potential. If the average gift amount was low, encourage more employees to give through payroll deduction. If participation has been low, an emphasis on recruiting new donors might be wise. There are many tools that can help (for example, the air miles program) -- please contact your United Way representative for more information. Understanding your campaign's untapped potential will help you set a goal that is challenging, yet achievable. Remember to structure incentives and contests—such as donated gift certificates or merchandise for a raffle— to encourage the desired results for giving.

Increasing the number of leadership givers will also cause your totals to soar. For more information about leadership giving, see section 5.

Consider setting a separate goal and providing incentives for contributions to the Community Impact Fund.

3. Involve your CEO

Discuss your campaign plans with your CEO, obtaining necessary approval for ideas such as day-off incentives for guideline giving.

Schedule a company-wide kickoff and a leadership-giving meeting. Encourage your CEO to attend and address employees. His or her attendance will provide a strong endorsement.

Ask your CEO to send a letter, voicemail, or an e-mail message to all employees. When he or she invites them to join in a response to the needs of the community, the message is a powerful one (see sample letter on page 14).

4. Train campaigners

Recruiting colleagues who are willing to ask co-workers for their pledges is a critical part of every successful campaign. Be sure to meet with and train campaigners, providing the information and inspiration that will motivate them. Enlist one campaigner for every 10-15 employees.

At the meeting:

- Show the United Way campaign Flash video.
- Familiarize campaigners by taking a virtual tour through your local United Way's Web site.
- Lead a short question-and-answer session with your United Way representative.
- Feature a speaker from United Way's network of agencies that provide health and human services to our community.
- Tour a local agency helped by the campaign.

5. Organize a leadership meeting

A strong campaign begins with strong leadership giving. Ideally the leadership campaign should run in advance of your general United Way campaign. Announcing the results during the campaign kickoff generates excitement, builds momentum, and inspires others to give. Start the campaign with a meeting of management-level employees (usually employees with \$50,000+ salaries), during which the CEO asks employees to support United Way with Leadership Gifts of \$1,000 or more. Be sure that your leadership chair is a leadership giver, and that he or she plans a separate event for potential leadership level donors.

6. Start the countdown with promotions

To build excitement and create awareness, use our resources. Many creative ideas to spice up your campaign are located in this guide in the "Communicating Your Campaign" section. Some great ideas for two or three weeks before kickoff are:

- Distribute the communication from your CEO to announce the campaign company-wide (see sample messages on page 14).
- Compile stories about co-workers who benefited from—or volunteer for—United Way-supported agencies. If employees are willing, share their stories and feature them on some of your flyers, on voice and e-mail messages, and/or on our company intranet.
- Listen. Then encourage questions. If you don't know the answer, say so, and call your United Way representative for help. Respond promptly.
- Encourage your campaign team to talk about the campaign with co-workers to create awareness and build excitement for your upcoming kickoff.

7. Ask for the pledge

Do you know the number one reason people don't give? They weren't asked!

- Present your colleagues with pledge forms, along with a brief reminder of United Way's value to the community and the thousands of people receiving help each day.
- Emphasize again that payroll deductions are the easiest way to give.
- Ask employees to make a pledge.
- Ask your co-workers to sign the pledge form and return it to you or take a moment to complete the E-pledge, if applicable.
- Remind employees that pledge forms and pledge amounts are confidential.
- Don't forget to solicit people who will be away from the workplace on the day of your event, so they can be included in campaign totals and drawings.

8. Important last steps

- Thank your supporters. One of the most important things you can do as campaign chair is thank all of the people who helped make the campaign a success. A letter from the CEO to all employees and a personal note from you to your campaigners and campaign team will let people know their efforts are appreciated. Additional thank you ideas are located in this guide.
- Report your results to your employees and to United Way. Knowing the results helps employees feel good about the amount they've raised together. Prompt, complete reporting to United Way also ensures that your company will get the recognition it deserves, as we include your company in community campaign totals. Talk to your United Way representative about ways to complete your campaign so results can be reported promptly and funds can be disbursed to the network of agencies.

9. Then throughout the year...

- Familiarize new hires with your company's caring culture and explain your company's participation in the United Way Campaign. Ask for a pledge at the time of hire.
- Use your company's e-mail, employee newsletters, Intranet, or bulletin boards to share stories about people who benefited from United Way's network of agencies.
- Log-on to your United Way's Web site to find out about needs in your community and how your gift is achieving results. Visit www.unitedwayac.org.
- Visit www.VolunteerWay.org, your volunteer connection to the greater Delaware Valley. VolunteerWay is a comprehensive database of current volunteer opportunities that encompass all types of agencies and organizations. There are various volunteer positions listed, including individual and group opportunities and special events.

Communicating Your Campaign

The most important aspect of any campaign is to get the message out to everyone. Plan to talk about or use electronic media to publicize the campaign for a few weeks prior to the actual campaign kickoff.

Repeat the message several times over the course of the campaign. Remember that support from your company's CEO and department managers is all-important. Enlisting and securing their support will send a clear signal to all employees about the importance of participating in the campaign. And most importantly, *ask each employee to give.*

Technology and Your Campaign

You can use technology in a variety of ways to help manage your campaign and improve your results:

- Increase participation by communicating with fellow employees.
- Manage the campaign by communicating with your campaign team.
- Get quick answers to your questions from United Way.

E-mail Ideas

- Send e-mails to inform employees about specific campaign events and functions. Personalize these communications when possible.
- Use calendar options to inform employees about the campaign.
- Send a CEO letter of support via e-mail to all employees (samples available on page 14).
- Use e-mail and voice-mail to answer employee questions. Quick follow-up is of the utmost importance.
- Communicate with the staff at United Way whenever you have any questions or need additional assistance.

Company Web Site and Intranet Ideas

- Create a campaign banner ad to run on the company Intranet. Consider adding an endorsement letter or comments from your CEO on your company Intranet.
- Educate employees about online pledging programs and processes, if available.
- Place training materials on your company Web site for easy access.
- Include links to your local United Way's Web site on your company Web site so employees can easily learn about the value and impact of United Way in your community.
- Post information regarding specific company campaign events, progress reports, and results on company Web sites and Intranets.
- Publish articles about the campaign in employee newsletters.
- Ensure that the information posted on the site is up-to-date, accurate, and relevant to your co-workers.

Voice-mail and Telephone System Ideas

- Send voice-mail reminders to employees.
- Enlist a United Way services recipient to prepare a greeting or thank-you message to broadcast on the voicemail system (samples available on page 14).
- Conduct one-on-one meetings or follow-up phone calls for employees who have not yet made a gift.
- If campaign team or campaigners are spread out geographically, use conference calls to hold meetings.

Traditional Communication Methods

- Hold campaign kickoff meetings.
- Ensure campaigners contact their assigned employees directly.
- Use paycheck stuffers to inform employees about the campaign.
- Display posters about United Way in common areas such as lobbies, elevators, lunchrooms, and break rooms.
- Run the United Way video at group meetings and on in-house video monitors on a continual basis.
- Publicize timeframes, incentives, campaign results, and contest winners.

Sample Campaign Meeting Agendas

Sample Employee Campaign Meeting Agenda 30 Minute Meeting

| Topic | Speaker | Time |
|--|--|-------------------|
| Welcome and Introductions | Employee Campaign Chair or Campaign Team member/s | 2 minutes |
| United Way Endorsement (importance of United Way in the Community) | Employee Campaign Chair, CEO or designee | 3 minutes |
| United Way Presentation (video, speaker, etc.) | Agency representative or United Way representative or volunteer | 10 minutes |
| Campaign Logistics (procedures, incentives, timeframe) | Employee Campaign Chair or designee | 10 minutes |
| Questions and Answers | Employee Campaign Chair or United Way Representative | 5 minutes |
| | Total Time | 30 minutes |

Sample Employee Campaign Meeting Agenda 60 Minute Meeting

| Topic | Speaker | Time |
|--|--|-------------------|
| Welcome and Introductions | Employee Campaign Chair | 5 minutes |
| United Way Endorsement (importance of United Way in the community) | CEO | 5 minutes |
| United Way Presentation (video, agency speaker) | Agency representative or United Way representative or volunteer | 15 minutes |
| Review United Way Materials | Employee Campaign Chair or United Way representative | 10 minutes |
| Campaign Logistics (procedures, incentives, timeframe) | Employee Campaign Chair or designee | 10 minutes |
| Questions and Answers | Employee Campaign Chair or United Way representative | 10 minutes |
| Campaign Video | | 5 minutes |
| | Total Time | 60 minutes |

Themes, Special Events, and Incentives

Special events and themes can help to spark your campaign. Try to make it fun and involve everyone.

- Offer incentives for employees to give to Community Impact.
- Offer incentives for guideline and leadership gifts, early returns, and first-time givers.

Themes

Build your campaign event around any of the following themes or create your own theme.

| | | |
|------------------------|-------------------------------|---|
| \$(campaign goal) Dash | Island Luau | Picnic Seasons |
| 50's, 60's, 70's | Lend a Hand – United We Stand | Southwestern |
| A Night at the Casino | Mardi Gras | Sports (Football, Basketball, Hockey, etc.) |
| Be a Lifesaver | Medieval Times | What matters |
| Hoe-down Holiday | Monopoly | When in Rome |
| Indy 500 | Paint a Brighter Tomorrow | |

Special Events

Hold special events to highlight the campaign or as an additional fund-raiser.

| | | |
|---|----------------------|------------------------------------|
| Baby Picture Guessing | Cubicle Decorating | Popcorn Sale |
| Bake Sale | Dunk-Tank | Poster Drawing Contest |
| Book Sale | Executive Car Wash | Prize Patrol |
| Bowl-Off | Executive Shoe Shine | Pumpkin Carving Contest |
| Breakfast Prepared and Served by CEO | Golf Tournament | Silent Auction |
| Build Your Own Sundae | Karaoke | Sporting Events |
| Candygrams | Latte Stand | Trivial Pursuit |
| Chili Cook-Off | Miniature Golf | Ugly Tie Contest |
| Costume Contest | Movie Showing | United Way Displays or Agency Fair |
| | Pizza Party | Used Video/CD Sale |

Incentives/Thank You

Use incentives to increase participation, reward repeat or first-time donors, recognize prompt pledge returns, or encourage payroll donations.

Candy

Cash Prizes

Celebration Lunch

Department Store Gift Certificate

Drawing for Days Off

Family Portrait (by company
photographer)

Free Massages

Jeans Day Stickers

Movie Tickets

Mugs

Notepads (noteworthy
accomplishment)

Open Soda Machines (for a day
or lunch hour)

Pre-Paid Phone Cards

Prize Patrol

Restaurant Gift Certificates

Software

Special Parking Place

Stress Balls

Time Off From Work

Traveling Trophy

United Way Promotional Products

Video Store Gift Certificates

Weekend Trips

Ideas From Local Companies

Raffles

One company kicked off their campaign with a raffle that encouraged staff to shift the giving pattern to the Community Impact Fund. Extra raffle tickets were given to those who allocated at least 50% of their gift to the Fund, thus increasing their chances of winning a prize. This incentive raffle received a great response from employees. Another company also held a successful general raffle, with wonderful prizes donated by their vendors.

Love, Peace and a Pledge Increase

Another company came up with a beach party 1960's barbecue blowout! A "Mod Squad" started the fun, going through each department to get everyone excited for a great campaign.

Good food, music and groovy fashions were enjoyed by all. The event concluded with a pretty intense hula hoop and paddle ball contest.

Pie in the Face Contest!

And finally, one CEO in our region offered his employees a chance to throw a few pies his way – and many hit the target!

Sample Messages and Letters

Sample E-mail and Voice-mail messages:

- United Way is in the business of Community Impact—improving lives by mobilizing the caring power of our community. From quality early care and education for our children to job training for low-income families to health education for the under and uninsured, United Way collaborates with scores of community partners to identify and address critical needs. Please support United Way; by doing so you help bring services to our neighbors who might otherwise end up alone or forgotten.
- United Way funds a continuum of services that address the needs of the entire family. And by giving to United Way, you can continue to make a difference on issues you care about while knowing that you're helping all of your neighbors. United Way pools your gift with those of other donors, leveraging these funds to achieve greater impact within our community.
- By giving to United Way, you ensure that thousands of people from neighborhoods throughout our region receive the support and assistance they need to lead safe, healthy, and rewarding lives. United Way researches the issues and provides the necessary vision and leadership to address the most pressing needs in our community. United Way invests your contribution in a thoughtful, effective plan for making sure that our community, families, and individuals are safe, healthy, and able to reach their full potential.
- United Way focuses on measurable strategies for getting to the root causes of problems, preventing them before they start, and giving people more options for the future. By giving to United Way, you make your community a better place to live, raise a family, grow older, and participate in community life.

Sample Letters:

- **CEO Letter to Employees:**

I invite you to join me in making the greatest difference possible in our region. By supporting the United Way campaign we at (insert company) can help to make our community a better place to live and work.

Your gift to United Way is invested right here in our community. Because United Way is focused on what matters, vital human services are providing quality early care and education for our children, job training for low-income families, and health education for the under and uninsured.

Please join me in pledging support to United Way. By helping our children, leading our adults to self-sufficiency, and strengthening neighborhoods and communities, we create a stronger future for our community.

Thank you.

- **CEO Letter to Leadership Donors:**

I invite you to support our company's United Way campaign by making a leadership pledge of \$1,000 or more. By making this generous contribution, you raise the bar and send a clear message to our employees about the importance of pledging to the campaign. Our company and its employees have a long history of partnering with United Way to improve the quality of life within our community.

United Way is focused on what matters— Community Impact—improving lives by mobilizing the caring power of our community. United Way researches the issues and provides the necessary vision and leadership to address the most pressing needs in our community. United Way invests your contribution in a thoughtful, effective plan for making sure that our community, families, and individuals are safe, healthy, and able to reach their full potential.

Please join me today in setting high standards for our campaign. Thank you for creating a stronger future for our region.

- **Organized Labor (to announce campaign):**

Our annual United Way campaign begins on (insert date). Please join me in making a generous pledge.

Over the past five decades, Organized Labor and United Way have partnered to improve the quality of life in our region. The contributions of Organized Labor have assisted in making vital human services available in our neighborhoods. We partner in many ways: Organized Labor leaders serve on the board of directors on local and national United Way boards, and United Way has supported our members in times of need by providing food, job training, and counseling.

United Way is focused on what matters. Your contribution can help provide quality early care and education for our children, job training for low-income families, and health education for the under and uninsured. Let's join together – we have the power to make a difference in our community by supporting United Way.

- **Letter to Retirees and Volunteers (to announce campaign):**

Our company has had a long relationship with United Way and once again we have an opportunity to show our support by giving generously to United Way's annual campaign. Your pledge will help United Way achieve human success at the community level and create positive change in the conditions for our neighbors.

United Way is focused on what matters—Community Impact—improving lives by mobilizing the caring power of our community. United Way researches the issues and provides the necessary vision and leadership to address the most pressing needs in our community. United Way invests your contribution in a thoughtful, effective plan for making sure that our community, families, and individuals are safe, healthy, and able to reach their full potential. Because of United Way, vital health and human services are available where they are needed most –quality early care and education for our children, job training for low-income families, and health education for the under and uninsured.

I invite you to join with others in our company to show our support by giving to this year's campaign. Please complete the enclosed pledge form and return the signed form with your check made payable to your local United Way (*IF APPLICABLE: Or simply indicate you wish to make a gift to United Way through a pension deduction*). Thank you for your continued support and commitment to United Way and to our community.

- **CEO Thank You Letter (Generic):**

I thank you for your generous pledge to our United Way campaign. Your gift exemplifies our company's commitment to United Way and to our community. With your pledge, vital health and human services will continue to reach our neighbors in need and improve the quality of life in our community.

Thank you for being part of this worthwhile effort – caring people like you make our company such a special place to work. Your contribution helped us to raise (*insert number*) for this year's campaign (*IF APPLICABLE: an increase of XX% over last year*).

Again, my sincere thanks for your participation in our campaign – your donation will work to strengthen our community, making the greatest difference possible.

With appreciation,

- **CEO Thank You Letter (Community Impact Fund):**

I thank you for your generous pledge to our United Way campaign. Your gift exemplifies our company's commitment to United Way and to our community. This year, you supported United Way's Community Impact Fund, ensuring that thousands of people from neighborhoods throughout our region will receive the support and assistance they need to lead safe, healthy, and rewarding lives.

Thank you for being part of this worthwhile effort – caring people like you make our company such a special place to work. Your contribution helped us to raise (*insert number*) for this year's campaign.

Again, my sincere thanks for your participation in our campaign and specifically for supporting the Community Impact Fund. Thanks to you, children have a better chance, families now have a future, and those in need have been given a new lease on life.

With appreciation,

Running Your Campaign

Employee Campaign Chair Timetable

Stay involved and monitor the campaign process and results.

Putting the Plan into Action

- Conduct Campaigners' training session
- Schedule video, agency speaker, and time with your United Way representative to answer questions
- Display campaign activities and information in prominent locations
- Send CEO endorsement letter
- Conduct leadership and employee meetings (include CEO)
- Conduct kickoff event (include CEO)
- Conduct activities, special event fundraisers, etc.

Completion Date

Assigned to

| | |
|-------|-------|
| _____ | _____ |
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| _____ | _____ |
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Wrapping up the Campaign

- Collect ALL pledge forms and check for completeness (calculations, date, signature, etc.)
- Sort forms or data by payment type: cash, checks, payroll deductions, credit cards, bill at home requests, or securities
- Notify United Way of results. Submit forms or electronic transfer to United Way for processing. Give copy to Payroll. Attach cash/checks to forms or issue company check
- At closing ceremony or through memo or letter:
 - Thank and reward employees
 - Recognize and reward campaigners
 - Thank committee
 - Publicize corporate/employee results
 - Distribute incentives and publicize winners
- Conduct a campaign review session and note outcome
- Organize your materials for next year's campaign team
- *Congratulate yourself for improving the quality of life in our community!*

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LIVE UNITED™



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of Atlantic County**