

# Guide to a Great United Way Campaign

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED™** 



## Employee Campaign Manager Guide

### 2011-2012 Quick Campaign Facts

Theme: GET CONNECTED; **LIVE UNITED**

Campaign Chairs: Jon & Nan Winkel, Long Lines

Campaign Goal: To help children grow into successful adults, assist families in achieving self-sufficiency and provide safety net services to individuals by raising over \$3 Million to support local agencies and initiatives.

# Thank You

Thank you! We know that being an Employee Campaign Manager (ECM) takes time away from your busy day and requires a commitment beyond your normal job to improving your community.

As an ECM, you are one of the many committed campaign volunteers working to motivate others to give their time and resources to support lasting change right here in Siouxland.

Thanks to you, United Way can focus on achieving goals that will help us all. Along with local volunteers we ensure that the investments made in United Way pay off by providing solutions to some of our communities most serious problems.

## **With your help we're working to ensure:**

- Children Grow into Successful Adults
- Families & Individuals Achieve Self-Sufficiency
- Safety Net Services Continue to Provide Care & Support



In this handbook, you will find information, tips and resources that will help you run a great campaign.

**You can find even more great tips, sample letters, thank you cards & more at [www.unitedwaysiouxland.com](http://www.unitedwaysiouxland.com) click on Campaign Tools.**

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# Plan a Campaign

## Get to Know United Way

Learn about how United Way impacts our community. See our Campaign Information, Website or your United Way (UW) representative.

## Review Giving History, Identify Areas for Growth & Set a Goal

- How Many Employees Gave? What was the average gift?
- Is there a giving trend over the past few years? How was the Campaign Run?

**Set an Aggressive yet Realistic Goal for this year.** Based on overall giving &/or participation.

## Involve your CEO & Leadership

CEO Endorsement and visibility through your campaign not only increases employee participation, but sets the stage for increased giving at every level.

Ask them to support the campaign for everyone to see: getting involved in events, speaking at employee meetings & authorizing the use of funds and time for incentives, activities and committee meetings.

## Determine your Campaign Strategy

What's the best way to approach your co-workers?

**Group Ask:** A quick, efficient process for contacting all employees. One large rally can be a lot of fun and very effective, however, having a few smaller rallies can sometimes work better when suiting a variety of schedules.

**One-on-One Ask:** Involves personal asks from one employee by another. Works best when department managers are responsible for asking each employee in their department.

## Ask for Help

Make sure you have enough help. Recruit help from all departments and levels. Set up regular meetings and share responsibilities.

## Use Incentives

Using this tool can make your job much easier and your employees more likely to give. A simple list of the most popular incentives can be found on page 7. More ideas online.

## Plan Events

Set a date for your campaign rally(s) and special events (ex: LIVE UNITED Day, blue jean days, chili cook-off) Adding fun events creates excitement about the campaign & helps in reaching your goal.

## Promote Your Campaign

Let employees know that it's United Way time. Inform them of Rally & Event dates in advance. Use posters, send email messages, post stories & facts in high-traffic areas.

## Keep Your Campaign Fresh

The most successful campaigns refresh themselves year after year with new ideas and strategies. Integrating 1 or 2 new events, communications or themes into your campaign will engage employees & encourage great results.

# Run a Campaign

## Educate

Make sure your employees are informed about how their gift helps. Hold a rally & have a United Way speaker share the great things their gift is doing. Agency speakers and tours are also available and offer a first-hand look at your gifts in action. The United Way video is another great way to educate your employees.

## Make Sure Everyone is Asked

Ask each employee to complete a pledge form. Personalizing pledge forms makes it easy to see if you missed anyone.

Connect with employees who could not attend the meeting, or were out of the office.

## Encourage Payroll Deduction

Did you know? A payroll deduction investor will give **4 times** more than if a check is written or cash is given! Call United Way to learn how easy it is to set up payroll deduction at your company.

## RECOGNIZE LOYAL CONTRIBUTORS NEW!

Giving special recognition to donors who have a history of supporting United Way is a great way to ensure future support & success. Loyal Contributors are defined as giving for **10 years** or more. Encourage donors to check the box on their pledge form.

## Focus on Leadership

Make the extra effort to say "thank you" & ask employees who give or could give at the leadership level. Consider holding a special event or separate meeting for this group. Extra effort in this area can help you reach your goal.

United Way of Siouxland Leadership Levels:

- \$500-\$999 Caring Society
- \$1,000-\$9,999 A.S. Garretson Society
- \$10,000 + National Tocqueville Society

## Consider your Retirees

These former, loyal employees may appreciate the opportunity to be involved in your efforts.

## Update your Co-workers on Progress

Let them know how close you are to your goal. Use a Goal Thermometer or update email. Follow-up with those who've yet to pledge.

## How do I request a United Way Speaker, Video, Agency Representative or a Tour?

Ask your United Way Rep. or Call United Way at 255-3551.

### Example Rally Agenda\*

|   |                    |        |
|---|--------------------|--------|
| Welcome   | Coordinator        | 1 min  |
| CEO Endorsement   |                    | 1 min  |
| United Way Overview                                     |                    |        |
|   | Staff or Volunteer | 5 min  |
|   | Video              | 3 min  |
|   | Agency Story       | 4 min  |
| Announce Company Goal, Incentives & Explain Pledge Form | Coordinator        | 5 min  |
| Thank you   | Coordinator        | 1 min  |
| Total   |                    | 20 min |

**\*This Can be Tailored to Fit Your Needs!**

## Pop Quiz: What's the #1 way to have a GREAT Campaign?

Answer: **Make it FUN!!**



For Fun Ideas:  
[unitedwaysiouxland.com](http://unitedwaysiouxland.com)  
Click on Campaign Central

# Results & Wrap Up

**Special Recognition  
Deadline Nov. 2, 2011**

## Report Your Results

Make sure all pledge cards are accounted for, then:

### **Complete the Report Envelope Completely & Accurately.**

Before returning pledge forms to United Way; Make a copy for your records.

Attach any check or cash pledges to their respective pledge form.

Make sure your payroll department receives a copy of all Payroll Deduction pledges.

When your envelope is ready, call United Way to arrange pick up at 255-3551.

**Special Recognition will be given to those who turn in results by November 2nd!**

## Thank Employees for Giving

This is the Most Important and Easiest part of your job.

Make sure you thank Everyone for giving whether you:

- Distribute **Giving Cards** to everyone pledging \$100+
- Hold a pizza party or buy donuts
- Send a thank you from the CEO
- Put lifesavers or a treat on their desk with a special note
- More ideas on page 7 & [unitedwaysiouxland.com](http://unitedwaysiouxland.com)

Communicate how much was raised as part of your thank you!



## Year-Round Support

### **New Hires**

Providing the opportunity for new employees to give helps maintain your level of support year-round and ensures that United Way can provide stable support to local programs.

- Introduce giving in orientation packets
- Share the United Way message and brochure
- Add new gifts to your current payroll deductions

### **Retirees**

Involving retirees in your campaign is a great idea. Letting future retirees know how they can remain involved as a donor and volunteer after they retire is even better. For retiree brochures & information contact United Way.

### **Encourage Year-Round Community Involvement**

You will find volunteer opportunities listed on United Way's website. Volunteer projects are great team-building opportunities and also demonstrate your community-wide support.

# United Way is Improving Lives in Siouxland



As an advocate for United Way you may be asked;

“So what does United Way do?”

The following will help explain United Way’s role in our community.

If you look around you will see the work of United Way – We know that the 32 programs receiving United Way funds, helped provide services over 81,000 times to local people last year –

When we **LIVE UNITED** we strengthen education, increase income and improve the health of our community. Working with community partners your United Way has set out to:

### Ensure all children read at their age level by fourth grade.

**Children who are unable to read by 3<sup>rd</sup> grade are less likely to graduate.**

United Way has partnered with community organizations to improve reading scores by 4<sup>th</sup> grade. This strategy will impact the long-term academic success for local children.

Last year, 15,000 children were impacted through programs to increase reading readiness among non-readers, improve reading skills among early readers, cultivate parental involvement and provide safe after school programs.

**We also know that ½ of children who fall behind in school, were behind even before they entered kindergarten.** United Way partners with local schools to help parents prepare their children for kindergarten. This year 100 parents and their preschool children participated in programs increasing math and reading skills. We’re also helping children gain reading skills by providing free books to nearly 2,000 pre-schoolers every month through the Imagination Library.

### Increase financial stability for families

**Over 52% of Siouxland students qualify for free or reduced lunch because of their family’s income level, and in Siouxland, over \$30 Million in tax credits goes unclaimed each year.**

In addition to supporting programs like Consumer Credit Counseling services, one of our more successful strategies has been the promotion of Earned Income Tax Credit. United Way helps provide free tax preparation for working families. By helping families access the Earned Income Tax Credit, working families can gain up to \$5,000 in tax credits each year. United Way has also provided over 70 college scholarships to single parents– bringing them out of poverty and into a new career.

### Reduce violence and bullying within families and our schools.

**Bullying is the most common form of school violence. Surveys show that almost ¼ of all students are hurt physically or verbally by their peers on a monthly or daily basis.**

United Way has partnered with the local agencies, the Waitt Institute for Violence Prevention & the Sioux City School District to provide Second Step – an award winning violence prevention program. 16 Elementary and Middle schools have recently started using this program and teachers are already seeing the benefits.

We are also expanding parent education programs – like Love and Logic – to encourage parents to raise responsible, happy children in homes free of violence.

### Continue to meet basic human needs through “safety-net” services.

**It’s estimated that 1 in 3 Siouxlanders will need assistance from a United Way agency at some point in their life.**

A strong Safety Net of critical resources helps people overcome immediate challenges, including programs that provide emergency food and shelter, disaster support services, and help that support independence.

### **How Can You Help?**

Every gift helps and every weekly dollar received by United Way can help someone in need. On average, it costs \$50 to help someone through a United Way program – Some people need basic services like a bag of groceries to get them to the end of the week, and others need more: a child who’s been abused may need a safe place to live, or a single parent may need help paying for their college education. **How many people can you help with your gift?**

**Thank you for your consideration!**

## Your United Way at a Glance

### **Objective**

Your United Way is bringing people together to address the most important issues in your community, find solutions and create lasting change.

### **Service Area**

United Way provides services to residents throughout Siouxland including: Woodbury, Plymouth, Monona, Union & Dakota Counties.

### **Governance**

Established in 1921, United Way is governed locally by an independent, volunteer board of directors.

### **Efficiency**

Thanks to our Corporate Champions who sponsor United Way’s low administrative costs, 100% of your gift goes directly to local programs that help create lasting community change.

### **Results**

United Way ensures success through measurable results & visible impact in three areas:

- Children growing into successful adults,
- Families & individuals achieving self-sufficiency and
- Safety Net services that continue to provide care and support.

# Incentives & Ideas

## Incentives

\*Many more ideas at [unitedwaysiouxland.com](http://unitedwaysiouxland.com)

Giving Cards (\$100+ pledge)

Casual days / jeans day

Prime parking spaces

Paid time off

Early out or Late start

Extended lunches and/or breaks

Pizza party

Movie passes

Free popcorn on Friday

Use of the company car

CEO for the day

Lottery Tickets

Donuts or Bagels

Managers or CEO Serve Lunch or Breakfast

Tickets to sporting events

Surprise everyone with ice-cream sundaes

Lunch catered from a favorite restaurant

Free refreshments in the cafeteria or break room

**Have A Question?  
Please Give us a Call!**

If at any time you have questions about United Way, feel free to call us at 712-255-3551.

United Way of Siouxland  
701 Steuben Street  
Sioux City, IA 51101

Phone: 712-255-3551  
Fax: 712-255-3028  
[unitedwaysiouxland.com](http://unitedwaysiouxland.com)

**THANK YOU!**

## Fun Campaign Activities

**Executive Dare**—Once the goal is set, challenge employees to reach it. Have the CEO perform a dare, or serve lunch to all employees if the goal is made.

**Latte Stand**—Offer a latte stand during a morning rally, reminding them how much a cup of gourmet coffee costs and how giving up just one cup/week could help someone in need.

**Silent Auctions**—Auction off staff services, donated items or parking spaces.

**Early Bird Awards**— In the middle of your campaign, treat investors who've already turned in their pledge form. Place a balloon on their desk with a note of thanks.

**"I Contributed"** Cook-Out or Ice Cream Social—Great way to reward everyone who gives.