

United Way of Jefferson County
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740-284-9000
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LIVE UNITED

The Employee Campaign Coordinator's Guide to a Successful Campaign

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WELCOME

Congratulations, Welcome & Thank you,

You have been given the task and responsibility of Workplace Campaign Coordinator at your Company or Organization. As most of you already know, the Campaign Coordinator is the key to a successful employee campaign. The results of the internal solicitation will be directly proportionate to your interest, enthusiasm, determination and ability to handle the details that are necessary to achieve an over-the-top campaign.

This booklet of information will help you run a successful campaign for United Way. It outlines basic campaign planning and procedures. In addition, you can receive personal assistance throughout the campaign from United Way staff and volunteers.

The fundraising challenge this year is great, in light of economic conditions. But - for the same reason - the need has never been greater. United Way helps make life better for all of us in Jefferson & surrounding counties. Through your leadership, you have the opportunity to help improve our community.

Whether you are an experienced campaign coordinator at your workplace or you're new to fundraising, welcome to the United Way team! Your work matters to United Way, the agencies we support, and the people they help.

Sincerely,

Nancy Grim
Executive Director

Eunice Lincoff
Workplace Campaign Chair, Volunteer

Role of the Employee Campaign Coordinator

Role:

The Employee Campaign Coordinator is responsible for planning, organizing, and implementing an effective United Way employee campaign.

Responsibilities:

- * Attend employee campaign coordinator training
- * Recruit an enthusiastic campaign team
- * Establish company campaign goals and timeline
- * Run an educational and fun campaign
- * Make sure that all employees are educated about United Way and are asked to give
- * Maintain accurate campaign results and report them promptly to United Way office at 740-284-9000
- * Promptly announce campaign results to the company
- * Thank all employees who contributed and members of the campaign team
- * Work closely with employees and Nancy at United Way to resolve donors' concerns

Questions?

For more information, call Nancy or Sharon at United Way 740-284-9000.

Partnership Matters

Benefits for your company:

- * Builds employee morale and fosters a sense of team spirit
- * Cultivates leaders through employee career development opportunities
- * Provides access to trends and information on critical community issues and opportunities to be a part of the solution
- * Connects your company and employees to the community

Benefits for individuals:

- * Helps employees make informed investments
- * Offers employees the opportunity to become involved with local non-profit agencies
- * Provides information & resources on local health and human service needs

Why Partner with United Way?

To maximize impact

- * Convenes individuals, businesses, nonprofits, and governmental agencies
- * Collaborates on targeted community solutions

To drive real community change

- * Addresses root causes of problems, not just symptoms
- * Invests in proven solutions and supports innovative ideas
- * Measures results and reports back to you

To reach the whole community

- * Offers a centralized community-wide fundraising approach
- * Provides cost-effective and efficient services
- * Supports hundreds of local nonprofit organizations

United Way Goal This Year

\$430,000

No increase in goal over last year

Our Campaign Chair this year is

Michael A. Mehalik

from Steubenville, Ohio

Mike is the Superintendent of Jefferson County MRDD

Recognition Levels & Awards

All awards will be presented at the annual dinner in February.

The following levels of giving for employee groups will be recognized this year:

AWARDS OF EXCELLENCE

For Collective giving and participation of employee groups.

GOLD AWARD 90—100% participation, minimum of \$25 average gift

SILVER AWARD 65—89% participation, minimum of \$25 average gift

BRONZE AWARD 50—64% participation, minimum of \$25 average gift

OUTSTANDING CITIZENSHIP AWARD

15% OR MORE INCREASE IN COMBINED EMPLOYEE GIVING

SPIRIT OF THE VALLEY AWARD

The *SPIRIT OF THE VALLEY AWARD* recognizes those companies and employee groups that implement leadership standards in their own company wide programs. The award is given to the company & employee group that has met or exceeded the following criteria:

- ◆ Participated in the United Way of Jefferson County Annual Campaign for at least three consecutive years
- ◆ Assigned a workplace coordinator for the annual campaign
- ◆ Made available employee payroll deduction at all company locations
- ◆ Maintains a “New Hire” program
- ◆ Attained an employee participated rate in excess of 50%

Past recipients of the Spirit of the Valley Award:

2004 - First Energy, Sammis Plant

2005 - City of Steubenville Employees

2006 - Wal-Mart Distribution Center #7017

2007 - First Data Corporation

2008 - United Parcel Service

2009 - Jefferson County MRDD

COMMONLY ASKED QUESTIONS

What are United Way's administrative costs?

In 2007, our United Way's administrative costs were 16%. The recommended percentage for non-profit organizations by the Better Business Bureau is 35% or less - At least .65 of every \$1 should be directly used to help people.

Does all the money raised by United Way stay in Jefferson County?

About 1% of funds raised in 2008 left Jefferson County so that our organization can be a member of United Way of America and Ohio United Way.

Does the United Way help the middle class or just the poor?

United Way agencies help all people – regardless of income. You are a rare person if you or your family never uses a United Way agency. United Way services include providing disaster relief (floods & fires) services, family counseling, daycare services, homeless sheltering, domestic abuse sheltering, services for the elderly, summer day camps for children, services for the disabled, workforce development, scouting programs, as well as assistance with food, utilities, mortgage and rent payments.

Why not give directly to agencies instead of giving through United Way?

United Way was formed 75 years ago as the best way to raise charitable funds in a single workplace appeal, rather than companies opening their doors to multiple requests from local non-profit agencies. That function remains valuable today to thousands of agencies which cannot raise funds as effectively and efficiently as United Way. In addition, many contributors appreciate the ease and convenience of payroll deduction, and the thousands of donors who support United Way say it is the one choice that can make the greatest difference for all of us in Jefferson County.

How do I know the money I contribute gets to the agencies?

United Way is held accountable for the money it raises by many community volunteers who have served on the board of directors and on allocation committees. These volunteers have allocated money based on agency and community needs, making sure designated funds are distributed according to contributors' wishes.

I never use agency services. Why should I give?

The strength of a community is directly influenced by the health and well-being of its residents. Every day, United Way supported programs and services help people – your friends and neighbors – deal with many health and human service problems.

Your continued financial and volunteer support assures help is there for someone who needs it now or in the future. While you or you family may not need services immediately, you or someone you care about may need assistance in the future from United Way supported programs or services.

COMMONLY ASKED QUESTIONS

Why aren't all agencies affiliated with United Way?

Any qualified non-profit 501 ©(3) agency can apply for funding of its programs. However, some agencies do not meet United Way standards, while others follow national policies that require they operate independently. Some are not directly funded by United Way because their programs closely resemble or duplicate existing programs available to the population being served.

Who decides how much money programs and agencies will receive?

Trained community volunteers decide how much money each program receives. Knowledgeable about local needs and programs, they study the impact of each agency's services on community needs. They base their funding decisions on standardized evaluations and visits they conduct at each agency in the spring of each year, where they review programs, budgets and funding requests. Volunteers also make sure agencies are well managed, have an annual independent financial audit (based on funding amount requested) and maintain policies which make services available to all segments of the community.

Who oversees our local United Way?

Each of the 1,400 local United Ways in the U.S. has its own volunteer Board of Directors which reviews local needs, oversees fund raising and funding of nonprofit organizations and management. Our United Way Board also has an Executive Committee, Finance Committee, and several other committees which regularly issues reports and recommendations to the full board. Our United Way is a member of both United Way of America and Ohio United Way who also have standards for membership in place.

Who monitors the money United Way uses to raise funds?

United Way strictly adheres to the stringent standards of accounting and financial reporting which govern the fiscal affairs of voluntary health and human service organizations. Each year, an independent public accounting firm performs a financial audit.

I can't afford to give to United Way.

Only you can decide if you can or cannot afford to give. However, for as little as \$1 each week through payroll deduction, you can provide 25 hours of quality youth programs to a child in Jefferson County. Whatever you contribute makes a great difference.

Further questions can be directed to Nancy Grim at 740-284-9000.

5 Best Practices for a Workplace Giving Campaign

Meet with Your CEO

- Commit to a company pledge and payroll deductions
- Allow company time for campaign planning meetings, trainings, and presentations
- Sign a letter of endorsement
- Assign an assistant campaign coordinator to help
- Obtain management support
- Speak at committee training sessions and employee presentations
(always great to incorporate the United Way presentation into a required employee meeting such as the safety meeting)

Recruit a Campaign Committee

- Select individuals from all parts of the organization to serve on the committee
- Assign duties for each committee member
- Educate the committee through United Way presentations, tours, etc.

Set Campaign Goals, Timelines, and Objectives

- Establish campaign timeline
- Set campaign goals for education, dollars raised and percent participation
- Work closely with your United Way office/volunteers to find new ways to grow your campaign

Publicize and Promote

- Implement publication methods: UW video, speakers, program tours, newsletters or email
- Hold special events and offer incentives

Report and Recognize

- Report results to company and post them
- Fill out UW reporting forms with the help of your United Way office
- Thank all employees through messages in newsletters, bulletin boards, email, posters, etc.

Establishing a Campaign Timeline & Goal

You should always establish a definite campaign timeline. Generally, conducting your employee campaign for a 2 - 3 week period works best. Establishing your goal should be calculated on the number of employees you have times the average minimum amount on payroll deductions.

An example: Your company has 35 employees. Take 35 and times it by \$26 (\$1 per pay period) equals \$910. Although most companies usually go above and beyond the minimum amounts. If you have been conducting a United Way campaign at your company for several years, the general rule is to always shoot for at least a 5% increase over last year. You must have a goal to shoot for!

Always report your results to the United Way office ASAP so we can include your numbers towards our overall goal. Collect all pledge forms back and be sure to place them in the campaign reporting envelope along with any cash/checks which may also be collected.

Growing Your Campaign

How to Increase Participation

- * Convey community needs to employees by inviting agency speakers to give presentations
- * Communicate CEO's endorsement - your company's CEO can write a letter of support, attend group meetings, and make a personal gift prior to the start of the campaign
- * Arrange a meeting with your CEO to encourage support from the top and to consider a corporate match of employee gifts
- * Recruit campaign team members with representation from all levels and departments
- * Train committee members to ask individuals and groups for donations
- * Focus on communicating a consistent message and tie the campaign to your organization's larger charitable goals
- * Give every employee an opportunity to contribute - either through group rallies or one-on-one meetings
- * Establish friendly inter-departmental competition
- * Find an employee who has been personally affected by a United Way funded program who is willing to speak about why he or she chooses to give through United Way
- * Personalize contribution cards and collect them from all employees whether they choose to donate or not
- * Implement a Retiree Giving program that provides retirees the opportunity to stay connected to their United Way and allows the company to benefit from the continued support of retirees
- * Implement a new-hire giving program by incorporating it into your new employee orientation packet
- * Emphasize frequency of giving and promote payroll deduction option over one-time gifts

Sample Endorsement Letter from CEO

**Include a letter, brochure and pledge card with their paycheck
or you could send it via email!**

#1 SAMPLE LETTER

Dear <insert employee name>,

The United Way's Fall campaign at <insert company name> is underway with a campaign slogan of LIVE UNITED. I would like to take this opportunity to ask each of you to please join me in supporting this local cause through payroll deduction.

The United Way of Jefferson County is an umbrella organization that will provide funding for 20 local agencies next year. These organizations rely on funding from the United Way to provide a wide variety of critical services to thousands of area residents. The funding supports the services provided by agencies including the ALIVE Shelter, Boy Scouts & Girl Scouts, Mingo Social Services, Toronto Services, WEBA food Pantry, Neighborhood House, Big Brothers & Big Sisters, the City Rescue Mission, just to name a few.

The great thing about a United Way contribution is that you can support 20 charities with just one donation and your donation stays here in Jefferson County, where it can help local people. **Simply put, this is not a "National" campaign** – *"money raised here, truly stays here"*.

Whatever you feel you can generously afford to give per pay period is both needed and appreciated. Employees who live in neighboring counties may request to have their donations transferred to the United Way in that County. You also may allocate your contribution to a specific United Way agency on your pledge card.

Taking advantage of the convenient payroll deduction does not significantly impact your paychecks yet provides a way to make a generous contribution which would otherwise be difficult to make in one lump sum. The first payroll deduction from your paycheck would not start until January, 2010. A modest \$1 every pay will provide \$26 towards the goal; \$2 per pay generates \$52 annually; \$3.00 per pay provides \$78 annually; \$4 per pay will provide \$104 towards the goal; and \$5 per pay calculates to just \$130 annually. Also, your contribution will be deducted from your pay prior to taxes coming out! One time contributions of checks and cash will also be accepted.

Please take a few moments to review the attached informational brochure. A pledge card also is attached. Please complete the pledge card and return it to **(Campaign manager) by (Date)**.

Thank you in advance for your generous support of the United Way. Employee campaign's account for over 57% of the \$430,000 goal.

Sincerely,
<insert name of CEO or Manager/Supervisor>

2 SAMPLE LETTER

Dear <insert employee name>,

The annual United Way campaign is underway, and once again your support is important to health and human service programs & charities throughout Jefferson County. Through your gift, you help United Way measurably improve the quality of people's lives.

You can personally help impact critical community needs. United Way focuses on:

- ~ Basic Need Services
- ~ Domestic Violence/Child Abuse & Sexual Assault
- ~ Emergency Disaster Services
- ~ Health, Mental Health & Programs for the disabled
- ~ Productive Seniors Programs
- ~ Youth Development Programs

Please join me in giving to United Way and take a few moments to review the attached informational brochure. A pledge card also is attached. Please complete the pledge card and return it to **(Campaign manager) by (Date)**.

Thank you in advance for your generous support of the United Way. Employee campaign's account for over 57% of the \$430,000 goal.

Sincerely,
<insert name of CEO or Manager/Supervisor>

Special Campaign Incentives, Ideas, and Events

Campaign Ideas and Events

Raffles * Meals * Department Pizza Party
Book Fair * Golf Tournament * Bake Sale
Volleyball/Picnic/Dunk Tank * Chili Cook-off
Hot Dog Sales * Ice Cream Socials * Casual Day
Breakfast Sales (Bagels/Doughnuts)
BBQ at CEO's House * Bowling Tournament
Silent Auction * Arts & Crafts Fair * T-shirt Sales
Day off to volunteer as a company
Agency/Community Tours * Lunch and Learns
Talent Show/Karaoke * Ugly Tie Contest/Kiss the Pig
Educational Word Games * Stories from employees
Speakers (internal to or external from company)
Senior-level executives serve breakfast
Flea Market (employee-donated items)

Incentive Ideas

Vacation Day (s)
Special Event Tickets
Billable Hours
United Way Items
Parking Space
Company Products
Gift Certificates
Coupon Books

Where to Get Incentives

Your vendors
Your own company
Your company sets a budget for premiums
Local businesses
Employees donate an item

When to Use Incentives

For payroll deduction gifts
For individual department % increase in giving
For departments completing their campaign first
For turning in pledge cards
For new gifts
For attending a department presentation or event
For being a leadership giver
For highest participation of departments

Suggested special event ideas from current Employee Campaign Managers:

Carnivals/Game Day (play games for prizes)
Bake Sales (Employees bake and bring in)
Golf Outing
Employee cookbook (made up of employees' recipes)
Penny wars (teams collect pennies for points)
Putting Green (putt for a dollar)
Company Store (sell company products at half price)
Flea market/garage sale (employees donate items)
Walkathon (donate money if they complete the walk)
Craft show with food (employees donate food and crafts)
Bingo (at lunch time, could also be done electronically by e-mail)
½ hour "TV show, cartoon", etc. with popcorn (charge admission)
Talent show (pay money to attend/employees and managers perform)
Vacation purchase (purchase a vacation day, value determined by company)
Management skill auction (auction a manager's expertise or skill; e.g., a manager donates a software installation to person with highest bid)
"Managers in jail" (manager is given a phone and in eight hours must raise enough money to reach whatever goal is determined.)
Flower Sales (purchase flowers wholesale and sell at retail)
Raffle special employee parking spaces
Raffles for Prizes (silent auction)
Casual days/Jeans Days
Car wash (managers wash cars)
Hat day (\$2 to wear favorite hat)
Dunk tanks ("dunk the director")
Book sale (near holiday time for gifts)
BBQ (pay to eat)
Softball game with management

Ways to Make Your Campaign Fun...With Contests

Adorable Baby

Post pictures of employees' children or grandchildren. Co-workers must pay a set amount per vote for the most adorable child. Ballot box stuffing is encouraged!

Pet Photo

Employees post a picture of their pet(s) on the bulletin board. Co-workers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet and funniest pet. Award all winning pet owners a prize for their pets such as cat food, dog bones, etc.

Putting Green

Construct a putting green in your lobby and charge a fee for employees and/or customers to putt for prizes.

Beat the Bad Habit

Get co-workers to stop being tardy to meetings, popping their gum, failing to recycle, leaving letterhead in the copy machine, whatever! Offenders pay a quarter for their transgressions!

Drawings/Raffles

Secure a donated prize such as a weekend stay at a local resort, movie passes, concert tickets, professional/college sports games, museum passes, etc. Sell tickets and draw the winning ticket at a designated time and place. This can also be done in half- &-half fashion where half the proceeds are given away as the prize. The other half of the proceeds benefit United Way.

Unlock a Chest of Treasures

Encourage co-workers to buy a key for a set amount. One key will open a treasure chest of prizes.

Jellybean Counting

For a donation, co-workers can guess how many jellybeans are in that jar. This can also be done with M&M's, Skittles, Lifesavers, etc.

Ways to Make Your Campaign Fun...With Special Sales

Aluminum Cans

Recycle aluminum cans and add the proceeds to your team totals.

Book Sale

Ask employees to bring in books they have recently read, and sell them during lunch.

Basket Auction

Each department creates a gift basket of donated items. Baskets have themes and may include anything from trinkets to trips! Display baskets for auction or raffle.

Change Cans

Attach short messages to empty, clean paint cans and distribute them in high traffic areas. Example: "Reason #1 to Drop Your Change – 25 children and 20 adults received counseling for sexual abuse", "Reason #2 to Drop your Change – 7 families who lost their home to fire received assistance", "Reason #3 to Drop your Change – 143 children were matched with a big brother or big sister".

Dream Season

Secure donated season tickets (possibly box seats) for local sporting or events. Sell raffle tickets for each event.

White Elephant Sale

Have a big parking lot sale of items that employees have brought from home or inventory your company would like to discard.

Reserved Parking

Sell raffle tickets or auction the best parking spot. The winner can park in the spot for a week or a month.

Silent Auction

Donated items such as dinner for two, a weekend get-away, or handcrafted items are displayed for a full day. At the end of the day, the highest bidder gets to buy the items.

Car Wash

You probably did this in high school. The difference is, now you can charge more. All you need is car washing soap and water and a few hard-working volunteers. Bank parking lots are great for Saturdays.

Saying Thank-You!

You can never thank people too much. Personally say “thank you” whether someone gives or not. Congratulate your Campaign Committee on a job well done and their great contribution to the community. Find special ways to thank individuals and departments that gave generously. Remember, saying thank you is the most important part of your role.

Ways to Say Thanks

The best part about saying thank you is that there are hundreds of ways to do it. Tokens of appreciation are nice and inexpensive ways of giving employees something in return for their participation in your campaign.

Simple celebrations are fun, friendly ways to say thanks.

- A late afternoon reception with snacks for campaign committee
- Award presentations for staff
- CEO can congratulate employees and acknowledge campaign workers at an all-staff meeting
- Order free lunch for all contributors

Nothing’s better than having thanks come directly from the boss.

- Scoop ice cream for employees at a company-sponsored ice cream social
- Serve lunch to employees in the company cafeteria
- Take department with highest participation out for lunch

Other ways to say thanks:

- Send an e-mail or letter from your CEO or senior manager to every employee
- Give out thank you cards
- Include a thank you message in your company newsletter or on your intranet
- Send a personal letter or card to each Leadership Giver
(anyone giving \$300 or more) signed by the CEO
- Announce total raised through e-mail or communication posters



DID YOU KNOW?

\$1 each week provides...

- 3 nights of shelter for a battered woman & her children
- School supplies to four low-income children to start the school year
- A family that was flooded with cleaning supplies for their home

\$2 each week provides...

- Counseling for six months to an uninsured child or adult going through trying times
- 7 nights of shelter for a family in need of a safe place to stay
- Day care for a disadvantaged child for five days

\$3 each week provides...

- An underprivileged child a chance to attend a summer youth camp
- Feeds a family of four going through a disaster for one week

\$5 each week provides...

- A hot meal to 16 shut-ins or the elderly for five days
- Transportation for seniors to doctors appointments or to volunteer worksites
- Interpreting services for a member of the deaf community

\$7 each week provides...

- Allows a low-income family to maintain their water service and avoid disconnection
- A safe place for children of divorce or abuse to have supervised visits or exchanges
- A family an opportunity to own a decent & affordable home through a self help housing program

\$10 each week provides...

- Enough baby formula to feed a baby for about a month
- Support for a youth basketball league (including equipment & uniforms)
- Clothing for a family of four after a fire has destroyed their home