

ADVANCING EDUCATION INCOME AND HEALTH



United Way of Leavenworth County Campaign Coordinator Packet 2014-2015

United Way of Leavenworth County

- P.O. Box 21 •
- Leavenworth • Kansas • 66048
- (913)682-2592 www.unitedwaylvco.org
- Tim Anderson, Executive Director



Introduction

This booklet is designed to provide you with ideas and suggestions that will help make your campaign a success. As you read it, keep in mind that every campaign needs that extra spark to provide momentum and to generate employee interest. Do not be afraid to take a different approach in this year's campaign. Remember, campaigning can be fun and your enthusiasm will make your campaign a success.

All successful campaigns have two things in common: good planning and broad participation. This booklet will help you plan a successful Campaign by offering ideas that will captivate the interest and participation of employees.

If ever you need any assistance, have questions, or want one of our staff to help you brainstorm some new ideas for your internal campaign, please do not hesitate to contact us.

Phone: (913) 682-2592

Email: unitedwaylvco@gmail.com



Role of a Campaign Coordinator

You are taking on a very important role!

As a Campaign Coordinator, you serve as the liaison between your fellow employees and United Way.

This Tool Kit is designed to help you to talk to your fellow employees and help them understand the importance of giving to our **local** United Way. It is all about education; educating employees on why it is important to begin to invest, to continue to invest, or to increase their investment to make a positive impact on their community.

As the Campaign Coordinator for your organization's United Way campaign, you join with many others throughout the community, all dedicated volunteers, helping United Way do what it does best: change lives and impact communities.

The Campaign Coordinator is responsible for planning, organizing and implementing an effective United Way employee campaign within his or her own organization.

As the Campaign Coordinator, your role is to:

Provide leadership and direction for the employee campaign within your organization, and to motivate others to participate in your campaign.

Become familiar with United Way of Leavenworth County and its role in the community.

Recruit and train a team of employees to serve on a campaign team representing the levels and departments in your organization to help plan the campaign (if applicable).

Establish a campaign timetable.

Operate as a liaison between your company, your company's management and United Way.

Plan components of your campaign including education, promotion, incentives and deadlines.

Help employees complete their contribution forms and make sure the contribution forms are gathered and returned in a timely manner.

Ensure the employees have adequate materials to make good investment decisions.

Report results in a timely manner.



Getting Started

Get Your Chief Executive Involved

- Review past Campaign performance and goals
- Approve company time for educational and motivational programs, such as Campaign planning meeting, solicitor training, presentations, and employee meetings.
- Arrange for payroll deduction (if applicable) Help you set a Campaign goal
- Endorse the Campaign through a letter to all employees and through personal appearances at all Campaign events.

Let Employees Know the Entire Organization Is Involved

- Announce your corporation's United Way gift to employees
- Have top management serve breakfast, lunch, dinner or refreshments to employees at a United Way event.
- Allow ample time to conduct and involve employees in the campaign
- Publish letters or stories from employees explaining why they support the United Way

Include a Leadership Giving Solicitation

- Ask CEO to personally solicit the top management group
- Publicize results of your Leadership Giving program to set the pace for employee giving

Develop a Planning Team

- Select key people from all employee groups, including management and labor leadership, if applicable
- Involve people from previous campaigns who you know can dedicate time to help you achieve your internal company goals
- Begin planning well before Campaign time; assign specific responsibilities with completion dates.



Put the Fun in Fundraising!



Workplaces around Leavenworth County can have a lot of fun and fundraising success by holding special events to celebrate the Campaign. Use the following suggestions as an idea springboard for coming up with your own ideas. Create variations to suit your own workplaces' style.

Kiss the Pig Contest

Select several staff managers to vote on (\$1.00/\$5.00 per vote). The manager with the fewest votes (or most votes) has to kiss a pig in front of the entire office. Variation: Hold the contest between different employers rather than in-house



Baby Face Contest

Employees bring photos of themselves as babies. Other employees buy ballots listing the photos by number and then try to match each baby picture with which co-worker. A prize goes to the employee who correctly identifies the most employees.



Tricycle Races

Before the race, employees pay to have sandbags tied to opposing department manager's tricycles. Hold the race in the lunchroom or outside. The first to the finish line wins a prize for the department (i.e. pizza party)



Ugly Tie/Outrageous Hat Contest

Employees who wish to participate wear their ugliest tie or most outrageous hats and solicit "votes" at \$1/\$5 each. The person with the most votes at the end of the day wins a prize.

Boss Does Job for a Day

All who participate in the Campaign get to put their name in a drawing. If their name is drawn, the manager does their job for a day, takes them out to lunch, or rewards them in some other fun way.



Wii Tennis, Golf, Bowling Tournament, Pie in the Face or Crazy Potluck ideas

Arrange drawings for:

- Time off
- Special Parking Spot
- Extra breaks/shortened workday
- Lottery tickets
- Gift certificates from retailers
- Tickets to sporting events, concerts, plays, movies, etc.





Steps to Success

Recruit and Train Solicitors

- Select solicitors; one for every 10 to 15 employees
- Provide a solicitor training session
- Schedule employee meetings
- Provide United Way speakers, displays
- Publicize your campaign events well in advance through employee newsletters and bulletin board displays
- Ensure that each employee will be personally contacted
- Involve your United Way staff and volunteers in planning or conducting your campaign

Begin with the Group Approach

- Pass out personalized pledge cards and brochures to all employees
- Comments from you, your CEO, and where applicable, labor leadership
- Begin solicitation without delay while enthusiasm is high
- Have a speaker from United Way make a presentation
- Follow up to collect pledge cards in a timely manner, if not returned

Report Regularly to United Way

- Keep staff advised of Campaign results
- Advise your CEO and your Campaign planning committee of progress Report and post campaign results publicly, so employees can see progress
- Submit final results in the United Way Campaign in a timely manner

Campaign Reminders

- CEO endorsement letter blown up and put on a poster board
- Send weekly bulletins to all employees detailing campaign progress
- Feature a United Way funded agency or company employee who benefited from the United Way funded services in a monthly employee newsletter
- Utilize the United Way video to reach all employees
- Send press releases to newspapers and other publications to highlight your event (your company in-house publication), and work with the United Way staff to help you do this in the best way possible for both organizations. They want to help you celebrate your successes!



Checklist

Company Coordinator's Checklist to a Successful Campaign

1. **Begin with the Chief Executive's Support**

Get your chief executive's personal backing and involvement. For best results, you will want him/her to:

- Review past Campaign performance and goals
- Approve company time for educational and motivational programs, such as Campaign planning meeting, solicitor training, United Way presentations and employee meetings
- Arrange for payroll deduction
- Help you set a Campaign goal
- Endorse the Campaign through a letter to all employees and through personal appearances at all Campaign events

2. **Include Leadership Giving Solicitation Program**

- Have CEO personally solicit the top management group
- Conducts separate United Way presentation for leadership giving solicitation with managers.
- Publicize results of your leadership-giving program to set the pace for employee giving.

3. **Develop a Campaign Planning Team**

- Select key people from all employee groups, including management and labor leadership, if applicable
- Involve people from previous campaigns
- Begin planning well before Campaign time; assign specific responsibilities with completion dates.

4. **Set Employee Campaign Goal**

- Establish an employee giving goal to provide motivation and a sense of accomplishment throughout the Campaign
- Set the goal based on your total employee giving



Checklist

5. Recruit and Train Solicitors

- Select solicitors; one for every 10 to 15 employees
- Provide a solicitor training session
- Schedule employees meetings Provide United Way speakers or displays
- Publicize your campaign events well in advance through employee newsletters and bulletin board displays
- Ensure that each employee will be personally contacted
- Involve your United Way staff in planning your campaign

6. Ask for the Pledge

- Make sure everyone is personally asked
- Begin solicitations without delay while enthusiasm is high Collect all signed pledge cards
- Follow up to collect pledge cards in a timely manner, if not returned

7. Report Campaign Results

- Keep your United Way staff posted on your Campaign results
- Advise your CEO and your Campaign planning committee of progress Report and post Campaign results publicly, so employees can see progress Submit final results upon completion of your Campaign.

8. Thank Employees and Recognize their Participation

- Announce your Campaign results publicly
- Run thank you messages in employee newsletter or other ways to internally announce the successful end of the campaign
- Display posters showing final Campaign results for all to see
- Send thank you letter from the CEO to Committee members, solicitors and all employees
- Distribute incentives
- Develop thank you payroll envelope stuffers
- Develop a bulletin board display with photos and mementos of your Campaign activities