WELCOME

Thank you for leading your organization’s 2021 United Way campaign. Whether this is your first time as a Champion or you have served before, this toolkit can help you inform your colleagues about United Way and inspire them to give, volunteer, and engage in support of our community. Workplace campaigns, like the one you're about to manage, take place at 700+ companies and organizations across our four-county area. These efforts represent 90% of the contributions raised in the campaign. With your help, this network will successfully mobilize to advance the education, financial stability, and health of every person in our community. Thank you for your partnership. Together we can make the kind of change that doesn't just improve lives, it improves generations.

**YOUR ROLE AS CHAMPION**

You will work closely with United Way (UW) to plan and implement a successful fundraising campaign.

Responsibilities:

* Educate co-workers about United Way and encourage participation in the campaign.
* Organize meetings and special events.
* Coordinate distribution and collection of campaign materials and pledge forms.
* Promote year-round engagement through advocacy and volunteerism.
* Thank colleagues for their efforts.

BENEFITS

* Showcase your leadership and project management skills.
* Network with colleagues.
* Create positive impact in your community.
* Develop a more engaged workforce for your company.

**UNITED WAY OF THE COASTAL EMPIRE**

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BEST PRACTICES

**1. CONFIRM LEADERSHIP SUPPORT**

* Confirm your leaders support and ask them how they want to be involved and talk about goals.
* Inquire about a corporate gift.
* Secure a budget; ensure time is allocated for campaign-related activities.

**2. SELECT A STRONG CAMPAIGN TEAM**

* Recruit co-workers to serve on your team; seek representation from all departments and levels.
* Allow team to set goals for their departments and assist in deciding how best to engage peers.
* Involve overlooked groups: ask a retiree or past leadership giver to serve on the team.
* Consider sustainable practices like 2-year rotations, mentoring processes, volunteer activities, and agency visits.

**3. PLAN AND PREPARE**

* Provide UW with company information: address, # of employees, leadership name(s), phone, company email.
* Set realistic campaign goals and establish a timeline that suits your work flow.
* Connect goals with impact; visit uwce.org/campaignhq for success stories and impact data.
* Meet with UW representative to plan campaign, identify growth areas, and set dates.

**4. PROMOTE LEADERSHIP GIVING**

* Plan a leadership program.
* Connect with company leadership to recruit a respected senior staff to make individual leadership asks Beacon, Young Leaders, Alexis de Tocqueville.
* Identify prospective leadership donors by targeting:
  + Employees who gave at leadership levels last year.
  + Donors of $500 or more, or those whose annual salary is $60,000 or more.
* Always remember, YOU aren't asking, the community is.

**5. CONDUCT AN EDUCATIONAL CAMPAIGN - EVEN VIRTUALLY**

* Kick-off with strength. Schedule a meeting where your UW representative can share the UW story, distribute brochures and pledge forms, and answer any questions.
* As a bonus, any staff who participates in a UW presentation will be eligible for our prize drawing.
* Meeting should take place when most employees can attend.
* Coordinate a stand-alone group meeting or add UW to the agenda for a regular team meeting.

**6. MOTIVATE TO BUILD MOMENTUM**

* Make giving manageable. Asking someone to give $2 per week sounds easier than $100 per year. Encourage payroll deduction.
* Promote Caring Club®. Donors who give $3.50 per week are eligible for discounts at a variety of local businesses (details at uwce.org/caringclub).
* Try something different:
  + Host a special event.
  + Generate enthusiasm and camaraderie.
  + Create a challenge or consider participation awards like casual day, raffle, time-off.
  + Invite healthy competition among departments to see who raises the most money, has the highest participation rate, or recruits the most volunteers.

**7. WRAP-UP AND REPORT RESULTS**

* Collect pledge forms and complete the Campaign Report Envelope.
* Schedule a wrap-up meeting with your UW representative; turn in the report envelope with pledge forms and any cash donations.
* Share learnings and opportunities for improvement with UW staff.

**8. SAY THANK YOU**

* Send a letter or email from you and/or your leadership announcing the campaign results and saying thank you (sample wording attached).
* Thank everyone for their contributions of time, voice, and money. Remember, just listening to the message can create advocates.
* Celebrate with the whole group and recognize special efforts; consider simple ways to say “thanks” by honoring incentives or hosting an event.

**9. CONNECT YEAR-ROUND**

* Establish a new hires program for new employees to support United Way.
* Encourage co-workers to subscribe to UWCE’s monthly e-newsletter or add a United Way spotlight to your newsletters and staff meetings.
* Visit uwce.org and find success stories and videos to share; follow UWCE on social media.
* Organize company-wide volunteer opportunities through United Way Volunteers at uwce.org/uwvolunteer.
* Be a champion for our community throughout the year when you give, advocate, and volunteer.

**Sample Meeting Format – 20 minutes total**

**Topic** **Presenter** **Time**

Welcome Champion 1 minute

Distribute brochures and pledge forms

How United Way Helps the Community UW Representative 5 minutes

United Way Success Story / Video 3-4 minutes

Assistance with pledge forms, prize drawing UW Representative 3 minutes

Leadership Endorsements Leadership 3 minutes

Questions, thank you, wrap up UW + Champion 4 minutes

**CAMPAIGN OPTIONS**

Our community needs are evolving and so are our campaign options. We rise to the challenge and give help then, now, and always. YES, you should have your United Way campaign, and YES we are here to help with THREE EASY OPTIONS.

**1. In-person Campaign**

* + Brochures
  + Pledge Forms
  + Envelope(s)
  + 211 Cards
  + Flash Drive with Video Content

This option is just like we’ve always done. We can deliver and pick up materials and envelopes. In person presentations are an option if you would like them, but are not required.

**2. Electronic Campaign - Contactless Campaign. Virtual Campaign.**

We provide links to:

* Electronic giving
* Electronic brochures / prize giveaway entry forms
* Impact videos
* Links to Printable Materials

You Guide your Associates through watch/learn/give steps.

This option is 100% yours to execute however you choose, with our promise of 100% support when you need it. We will not come on site in order to preserve your safety culture and your work from home program. We will educate, coach, and meet virtually in preparation for your BEST CAMPAIGN EVER!

**3. Blended Campaign**

Pick options from the above two, and let us know two weeks prior to beginning what you want to do. We can provide extra videos, do video conferencing via YOUR chosen platform, or discuss any other options.

**MENU OF AVAILABLE MATERIALS**

ELECTRONIC:

* Campaign Videos
* Prize giveaway entry (Note: Prize Giveaway is 100% virtual. QR code is on brochure.)
* Draft email content to copy and paste
* Meetings via YOUR chosen online platform, you host and send us a link
* Meetings via OUR chosen platform, we host via Zoom.com and send you a link
* Social Media banners and frames

**PAPER:**

* Brochures
* Campaign thermometer poster
* 211 cards/posters
* Pledge forms

**WORKPLACE CAMPAIGN TIMELINE**

Two Weeks Before Your Meeting

1. Confirm meeting date, time, and location with your company leadership.
2. Ask your company leadership to speak in support of United Way at your meeting.
3. Email the meeting details to your United Way contact, and ask for a United Way representative to speak at your meeting.
4. Ask leadership to appoint a senior staff member to speak with other senior staff about donating at a Beacon Society level ($1,200 or more).
5. Invite all your coworkers to the meeting via email; sample email provided by United Way.

One Week Before Your Meeting

1. Send a reminder email to all your coworkers about the upcoming meeting.
2. Check with senior staff on progress of Beacon Society members.

Week of Meeting

1. Confirm everyone’s role in the meeting.
2. Arrive early to have materials prepared and welcome team members as they arrive.
3. Send email to team to follow up from meeting with giving link and inspiration words.
4. Confirm a target campaign closing date.

After

1. Continue communication with your United Way representative to get reporting (if team is making online pledges).
2. Schedule a time for your United Way representative to pick up the sealed envelope of pledge forms, checks or cash. Envelope front must be completed.
3. Send your team a thank you email with campaign results. Encourage your team to engage with United Way on social media.
4. Consider planning a volunteer event with United Way Volunteers.

**Ten Ideas for Virtual Fundraisers**

1. **Walk or Run**

There are lots of creative ways to hold a virtual walk. Participants pay an entry fee and then they act as your fundraisers, asking their friends and social circles to pledge or donate to their efforts. They log their own distances and collect their entry fees and pledges. And the great news? You don’t have to find a venue, recruit volunteers, hand out t-shirts, or worry about insurance. People across the world can walk for United Way or donate to United Way. Themed walks or runs can draw in even more participants. For example, a Star Wars themed walk can have you “Walk anywhere you want in the galaxy.”

1. **Watch Party**

Find a documentary or film that is relevant United Way of the Coastal Empire and host a watch party to gather people virtually to watch it together. Facebook makes this very easy to do using their Watch Party feature. Choose a movie, schedule a time, and ask for donations. Or, sell “tickets” to the event and even have movie snacks and candy shipped to watchers ahead of time. Lots of info is available to help you host a Facebook Watch Party. You may want to check into copyright issues and get permission to show a particular movie especially if you’re selling “tickets.”

1. **Online Gift Card Auction**

We’ve seen online auctions before, but this one is so easy and has been quite successful for many nonprofits. This is an event that can be managed ALL online and keeping it to gift cards means that you can send prizes to winning bidders all over the country! Ask local businesses to donate gift cards (all amounts are welcome). We might even ask our own volunteers and donors if they have gift cards laying around their homes or offices that they’d like to donate (often people have a card or two tucked away in their wallet). Try to get gift cards for a variety of services and products like automotive, hotels, personal services, national chains, and restaurants to appeal to a wide variety of people.

1. **Virtual Tour/Open House**

You can host an open house of your facility, show all the areas where you need help, and explain why you need to raise funds! If you don’t have a facility, show how you are working from home, how your volunteers are dedicating their resources, and how you’re thinking outside the box to get through this time. Think of this as a virtual ask or pledge event where people get to learn first-hand about your nonprofit’s work and make a commitment.

1. **Online Contests/Competitions**

Online contests and competitions are fun, easy, and interactive. Participants pay to enter, and then voters pay to vote! You can create a contest that is connected somehow to our UWCE cause. Get creative!!!

Some Fun Ideas:

• Talent contest: This is perfect for all ages and can be really fun! You might have your own local version of The Voice or America’s Got Talent and let the audience help choose a winner.

• Photography: Ask participants to show their best nature photo, still-like photo, pet photo, or community advocate, etc.

• Costume Contest: Ask people to dress up like their favorite painting from a museum or their favorite literary hero or even try to dress up like our UWCE Past Campaign Chairs characters - - I think this one could be a hoot!!

• Drawing/Art Contest: Who needs Forsyth’s sidewalks if you can draw on your own driveway!! Or a business parking lot to avoid big crowds during this Corona Virus social distance time, or a downtown parking spot (before the meter app runs out!).

• Essay contest: Ask people to write something about UWCE or an experience they’ve had related to our cause. Or get creative with what you want them to write about. Ask them to write in Haiku or rhyme. There are so many possibilities with this one.

1. **T-shirt fundraisers**

T-shirt fundraisers can be more than just a basic booster campaign. You can ask our participants to submit entries for the design for your next shirt! Graphic designers and artistic, creative types can submit their entries for a small fee, and the winning design can be determined by paid votes. Then, they can sell the shirts with the winning design! This can be especially powerful if the designs are created by children (or schools/classrooms) because parents and grandparents often vote a lot!

1. **Social Media Takeover**

Ask a corporate sponsor/donor or local community partner if they would be willing to “donate their social media” for a takeover! Post content throughout the day that links back to UWCE’s website (donation page) or social media pages. This way, you can educate new people, make the most of your partnership, and build your reputation and visibility in the community. This will help you introduce UWCE to a new audience, promote this partnership with that page being “taken over” and link our resources to people who may not even know about us yet!

1. **Virtual Class**

If you or anyone you know has any strong skill-set, offer a class! You can also recruit a professional to volunteer to host a class. Set up a private event, charge admission, and teach your skill virtually on the computer! Ideas for classes include:

• Cooking

• Yoga

• Photography

• Ball Room Dance

• Drawing

• Painting

**9. Wishlist Drive**

One thing people can do pretty easily is sit at their computers and click buttons. Many donors feel better about donating ITEMS instead of money, so maybe ask those at 211 to build up an Amazon Wishlist with any supplies needed and share it in your newsletter and social media. Ask for support, link them to the Wishlist, and let them know that whatever they purchase will be sent right to the UWCE’s door!

**10. Virtual Speaking Engagement**

Try to recruit a local celebrity, athlete, motivational speaker, or expert, and ask them to do a virtual speaking engagement for you. The subject matter can pertain to whatever you wish OR specifically to UWCE or it can be something fun like a comedian, a local author, or a TV personality. Charge admission for this engagement and broadcast only to those who purchased tickets! 12. Virtual Concert Very similar to the virtual speaking engagement above, this can be an easy way to get a lot of people involved. Local musicians are always looking for exposure! Find a band or an ensemble that is willing to perform, and charge for tickets. You can even ask the talent to do a special Q&A session after their performance or take requests to add to the $$ donations and the live experience.

**SAMPLE EMAILS**

**Sample Email for Your Top Leadership to Send to All Employees**

At \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (company name), we believe in making a difference in our community. This means giving of ourselves to improve everyone’s quality of life. We have that opportunity right now through our annual United Way fundraising campaign.

As you consider contributing this year, I invite you to learn more about the work that United Way of the Coastal Empire does in our community. United Way brings our community together to provide a social safety net for those most vulnerable and a path towards upward mobility for all. United Way invests in local programs in Chatham, Effingham, Bryan and Liberty Counties that provide these building blocks for everyone to have a good life.

Our workplace campaign is led by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (United Way champion’s name) and will be held \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (dates of your campaign). Contributing is a personal decision, but I want all of you to know how important United Way is to \_\_\_\_\_\_\_\_\_\_\_\_\_ (company name) and our community.

Thanks to the generous Jenkins Trust and other income, most of United Way of the Coastal Empire’s administrative costs are covered, and your contributions go directly to help people in need. By partnering with United Way, our donations will be combined with others, giving us the power to improve lives in our community. Remember, the person you are helping with your gift to United Way could be standing right beside you. Thank you for your commitment to making our community a better place in which to live and work.

**Sample Email to Send to Your Coworkers**

Hi team,

I am proud to work with you at \_\_\_\_\_\_ \_\_\_(name of business) because we provide a reliable and caring service, and we care about our community. While we work every day to provide the best service, I am writing today to invite you to join me in helping strengthen our community with participation in United Way’s campaign.

If you don’t know much about United Way of the Coastal Empire, here are some reasons why I choose to support them:

* They are reliable stewards with donations. They give grants to 54 local high performing nonprofit agencies in our 4-county region (Bryan, Chatham, Effingham and Liberty counties)
* They have the infrastructure to serve our community when they are most in need. Last year, because of donations to the Community Fund, they impacted 207,948 lives in our community. We may even have people on our team who were helped in one way or another. The programs they fund cover needs like childcare, senior support, food insecurity, job training, emergency services, and much more!
* United Way’s mission is to improve lives. They put that mission into action by providing a safety net for those most vulnerable and a path towards upward mobility for wall.

Over the next week or so, you will receive more details from\_\_\_\_\_\_\_\_\_\_\_\_(whichever team member is leading) about how you too can join in the effort to improve lives through our company campaign. Please plan to join the presentation.

Thank you for making \_\_\_\_\_ a wonderful place to work.

**Sample Email to Send to Your Coworkers**

The United Way of the Coastal Empire community-wide fundraising campaign is in full swing, and I have been asked to lead our efforts here at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (company name). Thanks again to everyone who participated last year to help us raise $\_\_\_\_\_ for our community. We are excited for another successful campaign! You will have the opportunity to learn more about the good work United Way is doing at our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (remote Zoom meeting, online campaign, etc.) on \_\_\_\_\_\_\_\_\_\_\_ (date & time). We look forward to your participation. If you have questions, feel free to contact me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(phone) or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(email). Thank you for your consideration and see you soon.

**Thank You Email from United Way Champion or Top Leadership**

As you know, we recently completed our United Way campaign at [Company], and it was a great success, raising [total $ amount]. I’m proud to tell you that your donations will be matched by a company donation of \_\_\_\_\_, effectively adding strength your generosity.

Thank you for your participation! Contributions from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will make a positive impact in the lives of our neighbors. I appreciate your decision to give to United Way. I cannot think of a more worthwhile investment you can make.