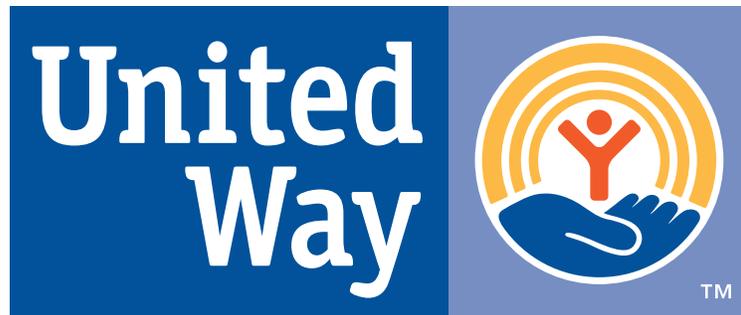


COORDINATOR'S GUIDE

To Workplace Campaigns



**United Way
of Sumter, Clarendon
and Lee Counties**



Your commitment.

Our experience.

Together, we can create a brighter future for all.

In today's workplaces, there are fewer resources to research, plan, implement or support meaningful ways to give back to the community. That's why organizations of every size turn to United Way.

A United Way workplace campaign is an engaging, time-tested way for everyone in your organization to give, advocate or volunteer. Together, you'll impact the important issues facing our region's children, families and the elderly, all while creating a sense of teamwork and purpose that strengthens your own workplace community.

As an Employee Campaign Coordinator (ECC), you'll have an array of support materials to guide you through each step of the way, including United Way staff, online information, and your fellow Employee Campaign Coordinators. You can count on United Way's experience as the leader in workplace campaigns. And when the campaign is over, we're your year-round partner for volunteer opportunities, advocacy, and community involvement.

You can contact United Way to provide campaign materials, pledge forms, and local videos to provide information about how United Way makes a difference in your community. All Campaign materials can be downloaded and printed from the Campaign tab on our local United Way website (www.uwaysumter.org) Get into the spirit when you adopt United Way's theme each year making your campaign more fun, competitive, and successful. Ask about displays for your location during United Way Campaign. Create your own design, let us help you, or ask United Way to provide a theme-related display to add interest and awareness.

Thank you for being an ECC! Your time and commitment will make a difference in your organization and in the lives of so many in our community.

Good for morale.

Great for the community.

Everyone wins with workplace campaigns.

MORE THAN FUNDRAISING. A United Way Campaign can bring your entire organization together around the common goal of helping people right in our own community. Campaigns boost morale, build teamwork, and promote positive values that enhance your corporate profile. Throughout the campaign, Employee Campaign Coordinators have a valuable opportunity to inspire, lead, and manage a very important and visible endeavor.

DO IT YOUR WAY. Every company culture is different. United Way campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic focus, or time, and resources. We make it easy to make a difference. United Way provides a tool kit, materials, on-line resources, and expertise to make your campaign easy and eventful. Check United Way's website (www.uwaysumter.org) for current materials, campaign theme, pledge forms, and videos that can be downloaded and printed from the Campaign tab or ask a United Way representative for campaign materials by calling (803)773-7935.

EXPERTISE YOU CAN RELY ON. Whether your workplace has hundreds of employees or just a few, you'll benefit from the experience of supporting companies just like yours. We will help you bring your organization's vision of philanthropy, community service, or corporate responsibility to an inspiring and effective campaign.

Winning ideas for successful campaigns.

Engage.

Make giving personal and meaningful.

- **Be the first to pledge.** Then, thank those that follow your example.
- **Make it relevant.** Ask people about how much they spend on coffee or other small items per week. ...Would they be willing to donate that money to the campaign?
- **Invite questions.** Be prepared to address concerns by being knowledgeable about United Way's work.

Motivate.

Create specific events that inspire action.

- **Make challenges achievable.** Asking people to give \$2 per week sounds easier than \$100/year.
- **Hold an auction.** Whether it's online, silent or traditional, ask employees, customers and vendors to donate items and invite everyone to bid.
- **Create a competition.** Whether it's between departments, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.
- **Have a Casual Day.** Let everyone who supports United Way wear casual clothes for one day during the campaign.
- **Adopt United Way's Campaign Theme** each year and have departments compete for recognition - theme support, campaign participation, and increase in campaign donations. Challenge other businesses in the community to a friendly competition of team spirit and campaign success. Let United Way post your show of support on Facebook!

Ask.

"Not being asked" is one of the top reasons for not giving. Personal contact and a positive attitude are critical to your campaign team's success.

- **Ask co-workers you know first.** Then, enlist them to spread the news.
- **Start off with people who already give.** Their participation will build momentum.
- **Encourage payroll deduction.** It's easier to give smaller amounts consistently.

Thank.

Recognize everyone's contributions to the campaign, not just their donations.

- **You can't thank them enough.** Say "thank you" when you pick up pledge cards (electronic campaigns will automatically generate acknowledgments) and send out thank you emails.
- **Send a CEO communication.** Draft a thank you message for your CEO to send to all employees who participated in your campaign. Whether it's an email, intranet announcement or keepsake letter, the CEO's support can be key to success.
- **Hold a thank you event.** It can be part of another company gathering or an event all its own. Either is a great opportunity to publicly honor participants, highlight results and showcase year-round engagement opportunities.
- **Give certificates of appreciation.** United Way can provide you with certificates that employees can proudly display in their workspace.
- Electronic Campaigns do not allow United Way to thank donors individually, but we thank you as whole and for theme-related or fundraising activities. Keep us informed of your campaign activities so we can celebrate your success. Be sure to share United Way thanks for All that you do to support United Way.

Top Campaign Tips

These best practices came directly from Veteran Employee Campaign Coordinators:

- 1. Time it right.** Choose a campaign kick-off time when you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal busy periods in mind.
- 2. Get high-level buy-in.** Leadership donors can drive a campaign's success by creating momentum. When the CEO and senior managers are the first to give, others will follow their example. Suggest that a special Leadership giving chairperson be assigned to target those able to give at a higher level.
- 3. Create a Corporate Match.** Connect corporate giving to employee giving by creating a corporate challenge match for employee donations.
- 4. Get into the Spirit.** Check out United Way's website early to adopt the campaign theme and encourage interest. Compete with others in the community for the Spirit Award and submit Facebook pictures to show your United Way support!
- 5. Be Visible.** Create campaign theme-related displays and use props to increase campaign awareness and interest. If you prefer, United Way may have a display you can borrow during campaign (first come, first serve basis) or maybe we can help you create one of your own. The more fun employees have, the more they connect with the campaign and United Way support. Get on the agenda for scheduled organization-wide events, department meetings or other company gatherings.
- 6. Kick-off strong and create incentives.** A fun, involving launch event sets the tone for the campaign. This is a great time to announce incentives, contests or drawings.
- 7. Make it personal.** A personalized ask is best, particularly from a friend or colleague. Utilize personal connections and knowledge in emails and communications.
- 8. Promote. Publicize. Plan.** Raise awareness of United Way's work. Send email updates. Be a presence on your company's intranet. Form a committee. You can count on United Way for support and advice on your publicity and marketing efforts.
- 9. Thank and celebrate.** Acknowledge those who help. Involve and recruit others who share your commitment. Thank them again and again. These actions are a big part of making your current campaign a success - and setting the stage for next year's.
- 10. Let the spirit live on!** Opportunities to LIVE UNITED don't end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way.

Setting and Achieving Goals

Develop a plan of action that ensures all associates are educated about what United Way does and are asked to give. The plan should include obtainable goals for your workplace to achieve and to measure the success of your efforts.

1. SET A PARTICIPATION GOAL.

To ensure that associates do not feel pressured, it is not recommended to set a participation goal above 80%. Set a dollar amount goal by reviewing last year's average gift and set a realistic monetary goal. Increasing participation will help you reach the monetary goal.

2. SET A GOAL OF 100% ASK.

Make sure that everyone receives a pledge form. The most effective way is through distribution of pledge forms and brochures during United Way presentation at staff meetings.

3. SET A GOAL OF 100% PLEDGE FORM COLLECTION.

This ensures that everyone has at least CONSIDERED a gift to United Way and made a decision. It does not mean that they should be forced to give. Set a deadline for forms to be returned and ensure that all pledge forms, even if not filled out, are collected.

4. ENGAGE!

Get the spirit and let your employees' creativity shine while having fun with United Way's Campaign theme each year. Ensure United Way receives timely updates/pictures of your company's United Way Support.

5. ESTABLISH CAMPAIGN DATES AND DEVELOP A REALISTIC PLAN TO ACHIEVE YOUR GOALS.

While the period of direct solicitation within your workplace should typically take one week (no more than two), the campaign doesn't just "happen." Choose which of the best practices and low cost incentives you will employ and prepare for them. Schedule United Way presentations in advance and plan the publicity efforts that will surround your campaign.

Though we gladly accept donations throughout the year, please try to have your efforts completed by November 30, so we can better plan for awards.

Changes to Campaign Awards!

This year we will award the top 4 campaigns based on employee giving. We will also recognize Corporate Giving, Coordinator, & Team Efforts. Examples of the types of awards that may be recognized include but are not limited to: Best Use of Theme, Corporate Match Award, Campaign Coordinator of the Year, etc.

UNITED WAY STAFF IS HERE TO HELP!

Call the Campaign Desk if you need in-house training, campaign videos, or other tools to promote your Workplace Campaign (United Way of Sumter, Clarendon and Lee Counties: 803-773-7935)

Direct potential donors to our United Way website (www.uwaysumter.org) or Facebook Page (www.facebook.com/uwaysumter) for additional information about United Way, our funding strategies, and current news events.

Increase participation by making it fun and easy to support your community through United Way Employee Workplace Campaigns!

Talking Points

United Way is where the community comes together to help our region's children, families and the elderly, in ways that create a brighter future for all.

United Way of Sumter, Clarendon and Lee Counties fights for the health, education and financial stability of every person in our community.

We're about three things:

1. Children entering school ready to succeed and graduating able to compete.
2. Youth and adults making positive, healthy decisions to enhance their quality of life.
3. Families and individuals having access to the basic needs in life plus access to resources for financial stability.

A unique position to help. No other organization has the scope and expertise to unite and mobilize human services agencies, businesses, community organizations, government, volunteers and private foundations around a common vision for the good.

More powerful than a single agency or organization. Your gift of time, talent, money or activism does more than it ever could through any single cause, charity or agency. You have more impact. Create more long-term social change. Empower struggling communities to thrive. All while directly improving the lives of thousands of children, youth and families in your own local area.

Together, we can do more than any of us can alone. Through United Way, your contribution joins with those of others to have a more meaningful impact on the community.

Low Cost/ No Cost Incentives

Not all of us are made of money, with deep pockets to buy prizes for our campaigns. But sometimes, the best prizes don't "cost" anything. Here are some low-cost/no-cost raffle items you can use if you're working on a shoestring budget.

- Casual dress days
- Extra paid vacation time
- "Sleep-in" or "long-lunch" passes
- T-shirts, sweatshirts, company gear
- Special "United Way" parking spot
- Babysitting and restaurant gift certificates
- Unused corporate frequent flier miles or hotel stays
- Ask your vendors for items/services
- Ask another workplace to trade items/services to use as incentives