

Your Guide to A Successful United Way Campaign



**United Way
of Lowndes County**

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RESPONSIBILITIES

Employee Campaign Coordinator (ECC) Responsibilities

- To plan, organize and coordinate a successful United Way campaign within your company or organization.
- Make your company campaign FUN!!!!!!
- Work closely with management and United Way to develop an effective campaign plan, including dates, goals, etc.
- Recruit and coordinate a team of volunteers to assist you.
- Coordinate your company or organization's kickoff and special events.
- Coordinate the distribution of campaign materials to co-workers.
- Make your pledge.
- Promote payroll deduction.
- Promote the campaign throughout the company.
- Report campaign progress to co-workers frequently.
- Collect all pledge cards even if co-worker doesn't want to participate.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year. Don't forget to keep a folder for next year's campaign - you or your successor will be glad you did!

United Way Responsibilities

- Your United Way representative will be a member of the United Way staff. Your representative can help you with the following:
 - Review your organization's giving history for the last several years.
 - Establish a plan for your campaign.
 - Help you set a campaign goal.
 - Provide you with necessary United Way materials to run your campaign.
 - Make arrangements for, speakers, meetings, etc.
 - Provide creative ideas to maximize your campaign effort.
 - Provide guidance and support for all aspects of your campaign.

PLANNING

Implement a Campaign Plan

- Make a gift yourself. It is easier to ask others to give when you are giving.
- Conduct an employee kickoff celebration.
- Employee meetings.
- Make sure every employee is asked to give. Don't forget employees who work offsite, travel extensively, or are on alternate shifts.

Set Goals

- Examine past giving statistics and trends.
- Work with management and United Way to determine campaign goal.
- Choose the best approach to carry out your campaign.
- Set dates for your campaign. (Campaign should be between 2-4 weeks)

Enlist Support

- Your management's enthusiasm can be contagious. Ask them to write a personal letter of support to all employees.
- Recruit a committee representing all of the departments in your organizations.

Promote Your Campaign

- Ask United Way for stories, statistics, etc. that you can share with employees.
- Use United Way brochures, posters and thermometers to build awareness of the upcoming campaign.
- Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools.
- Increase employee awareness by creating competition between departments and/or using various events.
 - *Payroll stuffers*
 - *Frequent updates on progress of campaign*
 - *Children's art contest with a United Way theme*
 - *Brochures*
 - *Fliers about incentive items*
 - *Articles in company's newsletter if applicable*
 - *Voice and e-mail messages*
 - *Display campaign posters, at building entrances, in break rooms, and other common areas*
 - *Decorate break rooms and other common areas with United Way information,*

HELPFUL TIPS

Meetings

- Set up group meetings. Be sure to include your management and other key personnel on the agenda.
- Choose an appropriate meeting time. Publicize group meetings well in advance, and send reminders to employees. Remember to use your organization's established communications channels, including e-mail and voice mail.

Incentives A note about Incentives and Prizes:

Token incentives or prizes are more effective than expensive items. Many people may react negatively to the idea of a lavish "reward" for giving to United Way. It can seem inconsistent with the spirit of United Way so use your best judgment. A good place to start is with your vendors for incentives. Your vendors may be able to provide gifts or loan merchandise. It is a great way for a company's vendors to show how much their business is appreciated while it spreads awareness of United Way.

Ideas for Incentives

- Parking Place
- Afternoon off of work
- Lunch with the boss (out of office and the boss pays)
- Movie/game/play tickets
- Snooze day (allowed to come in late)
- Golf with the boss
- Car washed by boss or co-worker
- Leave 1-hour early/come in 1 hour late
- Office redecorated or cleaned — Trading Spaces
- Gas and car wash gift certificates
- Jeans on Fridays
- Company promotional items

Strategies to Increase Participation

- Hold a drawing at the end of each employee meeting for all who turn in a pledge card.
- Give everyone who turns in a pledge card a ticket.
- When the campaign is complete, have a drawing for incentives.
- If you make the company goal, throw a party.

FOLLOW UP

Follow Up

Send reminders to employees- via E-mail, Voice mail, Etc.

Report Results

- It is very important to report your results to United Way as soon as possible following the completion of your campaign. Call the United Way at 662.328.0943 if you have any questions.
- Make sure all pledge cards are returned and accounted for. **Turn in all payroll deduction cards your payroll office.**
- Call Your United Way office to pick up your pledge cards, etc.
- Report final results to your fellow employees and thank them for participating.
- Thank the employees.

Congratulate yourself on a job well done!

Thanks for helping your community in ways you can't imagine!

INFORMING

Advantages of Payroll Deduction

- It's the easiest method available to help meet the needs in our area. People often find it easier to contribute a small amount each pay period than to contribute the same sum of money all at once.
- Eliminates the annoyance of multiple drives throughout the year by grouping many worthwhile agency appeals and services into one annual pledge.
- Allows an employee to make fair share contributions without facing a sudden substantial drain of cash.
- Increases employee moral by creating a feeling of teamwork between employees and their employers.
- Provides for automatic cut-off of deduction when paychecks are not received.

Top Ten Reasons to Give to United Way

10. Because your gift is **100% tax deductible**
9. Because you never know when you or a loved one may **need help**
8. Because you will be in **good company**
7. Because we make a living by what we get, we **make a life** by what we give
6. Because you want to **make a difference**
5. Because it is the most **convenient** way to give to your entire community
4. Because a **strong community** is a good place to come home to
3. Because what you give **stays in Lowndes County**
2. Because with your help **anything is possible**

And the #1 reason....

Because Lowndes County United Way is **advancing the common good in our community!**

FUN, FUN, FUN!!

Fun Events – remember, our theme is GET IN THE GAME, AND LIVE UNITED – anything football related would be GREAT! Send us your photos or videos and we'll post them on our campaign web site!

A Dollar An Inch Contest

- *Employees cut an inch off their favorite executive's tie each time they donate to the United Way. Have prizes for the shortest tie, the ugliest tie, etc.*

Bake/ Craft Sale

- *Have employees bring in baked goods and/or crafts to sell with the proceeds of the sale going to the United Way. Gives employees a chance to share their hobbies or talents and get an edge on holiday shopping.*

Balloon Busts

- *Have a competition between departments and/or shifts to see who can burst the most balloons in a specified time. Have employees pay to participate and to watch.*

Book Sale

- *Invite employee's to donate books they have read and get great deals on other books being donated by other employees. Sell paperbacks for \$1.00 and hardback for \$2.00.*

Bubble Gum Blowing Contest

- *See who can the biggest bubble. Have employees get sponsors to participate.*

Casual/Jeans day

- *Have employees pay \$5 to be able to wear jeans or dress casual on certain days*

Chili Cook-Off

- *Have employees pay to participate and to participate in judging. Ask one of the local restaurants for a gift certificate as a prize to the winner(s).*

Cubicle Decorating Contest

- *Have employees decorate their cubicles. Give prizes for various categories.*

Dessert Contest

- *See Chili Cook-Off*

Employee Guessing Events

- Employees guess:

- * *The organization's grand total in pledges*
- * *The amount of candy or other items in a jar*
- * *Anything you come up with!*

FUN, FUN, FUN! (cont'd)

Fun Events

Employee Raffle

- Ask employees to contribute something special for a raffle prize. Suggestions are: *Homemade pies, lunch with a co-worker, car wash, tickets to a special event, a weekend stay at a vacation cabin or condominium*

Executive Chair Race

- Set up a relay course for executives to go through sitting in chairs. Use a stop watch to time contestants with the best time winning a prize. Observers wager \$1 on their favorite contestants.

International Food Day

- Hold the event over the lunch hour. Have employees make foods from around the world. Employees can purchase tickets redeemable for a taste of each dish made. Employees can decorate around their dish and dress in appropriate costumes. Invite a panel of “celebrity” judges to award prizes.

Miniature Golf

- Build a nine-hole course featuring slinkies, ramps, water, and sand around the office laid out to test the skills of your employees. The lowest twosome score (which may be decided by a tie breaker) will be awarded a prize. Interested twosomes return an entry form and bring putter the day of the event. Suggested Fees:

- \$25.00 for twosomes of upper management
- \$15.00 for twosomes of middle management
- \$10.00 for twosomes of all other staff

Penny Wars

- Each department is given a jar to collect pennies. However, other departments can sabotage your jar by putting silver coins in it. You can retaliate by putting more pennies in your jar and putting silver coins in the other department's jar. At the end of the designated time period, each department will total the money in their jars. Pennies are added to the total and silver coins (nickels, dimes and quarters) are subtracted from the total. E.G. your jar has 550 pennies, 8 nickels, 10 dimes, and 6 quarters. The total for the jar would be $\$5.50 - .40 - 1.00 - 1.50 = \2.60 not \$8.40. The department with the largest total wins. All coins are then donated to United Way.

Premier Parking Space Auction

Have employees bid on a premier parking space. The highest bidder gets to park in the space for a specified period of time, e.g. week, month, year, etc.

COMMUNICATING

Sample letter as a warm-up to campaign

Send to all employees a week before you begin your meetings via payroll stuffer, email and/or company newsletter

Dear (INSERT EMPLOYEE NAME)

Does it matter if you give to United Way? Yes!! Last year, thanks to businesses, organizations and individuals like you, Lowndes County United Way raised over \$400,000. This year they are challenging the community by increasing the goal to \$500,000.

Reasons to support the United Way

- United Way Funds Help Support 17 Community Service Organizations in Lowndes County. These services cover a broad spectrum from infants to elderly, short term to long-term needs, and health to education.
- You can designate your donation to support a specific agency or to the county you live in- if different than Lowndes County.
- You may donate by payroll deduction

Please take time this year to learn more about how Lowndes County United Way is changing lives in our communities. Please join fellow co-workers and me show our commitment to the community through our donation to the United Way.

Sincerely,
(Your Name)

Sample Kick-off Announcement

Please mark your calendar for (date) for (company name)'s annual United Way fund-raising effort. This year's campaign will run from (date to date). There will be various activities for you to support and participate in.

(Company) cares deeply about our community and the quality of life that makes Lowndes County unique. The support of Lowndes County United Way contributes to this spirit of caring.

We will have a chance to learn more about this organization during our kick-off rally. (Company) is proud to support our local United Way. See you all at the kick-off rally.

Sample Thank you

Dear (Insert Employee Name)

We have just finished our United Way campaign and I'm happy to report it was our most successful ever! Because you gave generously, we were able to raise (amount company raised) to help our neighbors who need assistance.

I want to thank you for your participation in this year's campaign and for showing your support for these vital services in our community. I am extremely proud of you and the level of commitment shown by all of (INSERT COMPANY NAME)'s employees.

Again thank you. Through your generosity, you have made it possible for United Way to continue to provide necessary programs to our community.

Sincerely,
(Your Name)

UNDERSTANDING

HOW TO HANDLE OBJECTIONS

Objections or initial reluctance is a natural part of decision-making. They are also valuable, often revealing misunderstandings people have about United Way. Concealed or silent objections can reinforce the decision not to give or to give nominally in order to conform. Objections acknowledged openly and handled well make individuals more receptive to giving.

Four guiding principles...Remember, objections are not personal.

1. **Listen** and pay attention to what is being said. Make sure what you heard actually was an objection. For example, “How much do you expect me to give?” might be an objection, or it could simply be a question.
2. **Ask Questions** to clarify facts and feelings. Try to identify the real issue. This will keep you from making innocent assumptions and assures the person you are listening and interested.
3. **Respond.** Use the following guidelines to respond to objections:
 - Be attentive. Show understanding and respect the individual’s concerns.
 - Don’t agree with the objection. Your audience won’t hear another word after you say, “Your right.” A more appropriate response would be, “That’s interesting,” or “Tell me why you feel that way.” Then follow up with information that addresses the objection.
 - Don’t argue. Arguing forces people to defend their positions. Remember the old adage about “winning the battle but losing the war?” As a campaign representative, you may win an argument, but lose the contribution.
 - Align yourself with the individual. Use sayings like, “I see your point,” “I understand how you feel,” and “ I can see why that might be a problem.” Show the person you are truly listening and you care. Having set the problem apart from the two of you, you can work together to resolve it.
 - Answer questions with facts and figures. Don’t respond to objections with theories or beliefs. If you don’t have the information to respond, tell the person you will get back to them. **Don’t be afraid to say you don’t know.** Get the information from the appropriate source, such as HR, United Way office, etc.
4. **Confirm.** After answering an objection, check to make sure the individual thinks your answer is reasonable. You might ask: “Does that answer your question (or satisfy your concern)?” If your answer is not confirmed, you may here additional objections. You may need to ask more questions to get clarification.

Prior to asking for a pledge, inquire if the person has all the information he or she may require. If you don’t have an answer, call your United Way representative and then get back to the person who asked the question. When the person’s questions have been answered ask for the pledge. Remember to follow these four principles when answering objections:

Listen ~Ask Questions ~ Respond ~ Confirm

QUESTIONS

Just The FAQ's (Frequently Asked Questions)

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

Community volunteers who serve on the board of directors hold United Way accountable for the money it raises. These volunteers allocate money based on agency and community needs, making sure designated funds are distributed according to the contributor's wishes.

Does my gift make a difference?

It makes a difference to those who use the services of the 17 United Way partner agencies.

Why aren't all agencies included in United Way?

Any qualified local health and human service nonprofit can apply for funding of its programs. However, some agencies cannot meet United Way standards, while others follow national policies that require they operate independently. United Way does not directly fund some agencies because their programs closely resemble or duplicate existing programs available to the population being served. Thousands of agencies not directly affiliated with United Way are eligible to receive financial support through United Way from contributors who designate their gift. Therefore, United Way's campaign is open to all qualifying nonprofits that provide health and human service programs.

Who decides how much money each agency will receive?

A group of volunteers decide how much each agency receives. They base their funding decisions on programs, budgets, and funding requests received from the agency, in addition to information obtained during the agency's interview.

Who oversees our local United Way?

Each United Way has its own volunteer board of directors that determines policies, sets procedures, and monitors the activities of the organization.

I feel like I'm pressured to give!

United Way believes giving is a personal decision. Whether or not an individual chooses to contribute and how much to give is entirely up to the individual. No form of forced giving is acceptable. United Way will refund any contribution an individual believes he or she is forced to give. Pressure can be perceived and interpreted differently by many people. Some feel pressured simply by being asked to give. However, because the needs of the community are so great, it is important to ask.

How can I get help through United Way and or its Agencies?

If you or someone you know needs help and you do not know where to go, call the United Way office at (662) 328 0943.

QUESTIONS

May I direct my gift to a specific nonprofit agency or other United Way?

Yes. United Way enables contributors to direct their money to an area they feel strongly about. This can be a United Way member agency another United Way, or any IRS 501 C 3 organization.

My spouse already gives through his/her employer, why should I give too?

Households in which both spouses are employed are given a unique opportunity to help support their community. Both can show support through their respective employers and greatly impact the provision of programs and services for those in need in the community.

I'm never going to need United Way services so why should I support them?

You may never use United Way Services; however, one in three persons in our area will use a United Way service during the next year, and many will never know they are doing so. If you aren't currently using a service, you can ensure that the service will still exist if and when you or someone you know may need it.

Does the United Way of Lowndes County support Planned Parenthood or any other abortion service?

At this time, the United Way of Lowndes County (UWLC) supports sixteen agencies serving needs in our county (the list is at <http://www.uwlc-ms.org/agencies>). Each agency runs multiple programs in the areas of health, education, and income (the United Way focus points as building blocks for a good quality of life). There are no United Way organizations in the country who directly support any agency or organization without the approval and support of that local community. More specifically, there are none that directly support Planned Parenthood's abortion services. The only funds any agency receives via a local United Way are at the direction of the local committees (allocation, Executive, and full board). Please do not hesitate to come by or call and ask about any details of how your donation is allocated.