

## Welcome - 1 Minute

Employee Campaign Leader or CEO/Manager

Welcomes employees and explains how your organization will improve lives through your campaign.

## Establish Support - 2 Minutes

CEO or Manager

Provides statement of personal and organizational support. This establishes a corporate commitment to United Way and encourages organization-wide participation.

## United Way Speaker - 5 Minutes

Loaned Executive/Agency Representative

Provides an inspiring overview of how United Way and its partner agencies are positively impacting lives in Lane County. The audience will learn about some of the needs of their local neighbors and will learn about programs and services that are meeting them. It provides an opportunity to illustrate how employee contributions are making a measurable difference in our community for everyone.

## Video - 2 Minutes (optional)

A short uplifting video that encourages viewers to help others in our community by giving through United Way.

## Wrap Up - 3 Minutes

- Describe your workplace incentives, if applicable
- Talk about the Leadership Giving Circle
- Provide time for questions and answers
- Help employees complete pledge form
- Offer a thank you

\* Remember to speak with your LE about what areas of interest are important to your co-workers. We will tailor the presentation to fit your organizational interests and values.

## Incentives

Your organization may want to encourage participation by offering incentives for first-time gifts, increases in current gifts, or hold drawings for everyone. Sample incentives could be things like:

- Paid time off
- A jeans or casual dress day
- A reserved parking lot space
- Gift certificates for restaurants, movies, spas, or retail stores
- Free coffee or lunch for a week
- A company logo jacket, coffee cup, or other branded item

## Special Events - Refer to Little Book of Big Campaign Ideas

Here are some ideas that have been successful in other organizations:

- Host a free breakfast as a prelude to the campaign
- A thank you lunch. Order pizzas for the whole gang or have an in-house lunch like a baked-potato bar.
- Inter-department competitions for raising the most money per department
- Tie your United Way campaign to a seasonal theme. Some of the most popular have been Halloween related with pumpkin carving and costume contests.
- Parties with silly themes like pirates are well liked as are themes related to popular TV shows like Mad Men.
- Formal workplaces find that more subtle clothing contests are fun. Think of an ugly tie or funky jewelry contest.
- Office miniature golf tournament
- Employee car washes
- Food events are easy and enjoyable such as:
  - Bake sale
  - Ice cream social
  - Chili cook-off
  - Holiday cookie exchange

Once your organization has reached its campaign goal, HAVE A PARTY!

## Online Tools

Downloadable materials are available at [www.unitedwaylane.org](http://www.unitedwaylane.org) or through your Loaned Executive

- Best of Awards and Steps to Success
- Campaign Posters - customizable
- Campaign Worksheet
- Employee Campaign Leader Planning Checklist
- Little Book of Big Campaign Ideas
- Making Choices Exercise
- United Way of Lane County Brochure
- United Way of Lane Results Flyer
- What a Dollar Buys Flyer

## Special Incentives

Additional tools you can get through your Loaned Executive

- **LIVE UNITED** wrist bands
- Campaign posters

## Wear the gear!

**LIVE UNITED** cotton t-shirts are available on our website at [UnitedWayLane.org](http://UnitedWayLane.org). On the home page click on "Get your **LIVE UNITED** t-shirts here."

If there's something you'd like, but don't see on the list or online, please contact your Loaned Executive. We will work with you to provide the most effective materials for your campaign.

[unitedwaylane.org](http://unitedwaylane.org)



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Rosanna McArthur

**LIVE UNITED™**  
**GIVE. ADVOCATE.**  
**VOLUNTEER.**  
**GO TO WORK. HAVE FUN.**  
**LEND YOUR MUSCLE. FIND YOUR VOICE.**  
**THINK OF WE BEFORE ME.**  
**REACH OUT A HAND TO ONE AND**  
**INFLUENCE**  
**THE CONDITION OF ALL.**



Jay Baughman

## Welcome to the United Way team!

United Way would like to congratulate you on being appointed Employee Campaign Leader (ECL) for your organization's Annual Community Campaign.

You were selected to be a United Way ECL because someone in your organization believes you are both capable and compassionate. You are joining a select group of volunteers from across Lane County who are working together to meet this year's community fundraising goal. The money you help raise will provide services to families and individuals in Lane County through United Way-funded programs and initiatives.

This guide is meant to help you and your committee begin the planning process. Successful campaigns are a mix of planning, employee participation, fun ideas and lots of heart!

Your success is vital to improving lives in our community. Please know that you are a valued member of the United Way team. If you need help, call 541-741-6000. Also, most materials used in this year's campaign are available to you at [www.unitedwaylane.org](http://www.unitedwaylane.org).

## Thank you for **LIVING UNITED.**

### United Way Acronyms

LE - Loaned Executive

ECL - Employee Campaign Leader (YOU!)

LGC - Leadership Giving Circle

EL - Emerging Leaders

W&P - Women and Philanthropy

## Before the campaign

- Attend ECL training.
- Meet with your CEO to confirm the organizational commitment.
- Establish campaign goal.
- Establish committee (if needed).
- Determine the type of campaign best suited for your organization.
  - One-on-one solicitation
  - Group presentation
  - Combination
  - Leadership/Management
- Establish campaign timetable.
- Publicize campaign internally.
- Customize and personalize campaign.
- Coordinate with your payroll department to enter pledges.

## During the campaign

- Kick off campaign.
- Conduct Leadership Giving campaign with CEO involvement.
- Follow up with employees unable to attend.
- Issue progress reports to your LE and employees.

## After the campaign

- Turn in completed pledge cards to LE or United Way staff member.
- Thank your committee, campaigners, and employees who participated.
- Draft a letter to be sent from the CEO to thank employees for their contributions and to recognize committee members.
- Evaluate your organization's campaign strengths and weaknesses and make recommendations for next year's ECL.

## 1 Meet with Your Loaned Executive

- Your LE will help you review your organization's giving history and plan a campaign that is customized for you.
- Your LE can organize agency speakers and other special activities.

## 2 Establish Support

Meet with last year's ECL to discuss what worked well and what didn't the previous year.

Involve your CEO. His or her support and enthusiasm can be contagious. Their leadership sets an example for other contributors.

Ask them to:

- Assist in increasing the number of givers. Provide *payroll deduction* for your organization.
- Write a letter/email to each employee endorsing the campaign (see CEO Sample Letter).
- Invite fellow employees to be on your Campaign Team. You may want staff from each department.
- Schedule a Leadership Giving presentation for the senior staff.

## 3 Set a Goal

Your goal should be a joint decision of the campaign committee and CEO.

- Please consider being a LIVE UNITED Leader that strives for a 10% increase in total dollars.
- Set a goal for an increased number of donors.

## 4 Make a Plan

- Develop a timeline for the start and finish of your campaign. Keep it short - one week for solicitation and one week for follow-up on contributions and reporting.
- Publicize your campaign with United Way posters, through your newsletter, bulletin board, PA system, e-mail, employee events, etc.

- Include a Leadership Giving Campaign.
- Offer incentives.
- Find out if your organization will be giving a Corporate Gift or matching employee pledges.

## 5 Select Solicitation Approach

Before the presentation:

- Have pledge cards personalized with employee names.
- Design strategies to ensure good attendance like publicizing presentation(s), etc.

Group Presentation (10-20 minutes):

- Schedule presentations, confirm the CEO's attendance, and invite all employees.
- Use the Sample Presentation Agenda (see next panel) provided as a guide. Aim for 80% attendance with groups of 25-30 people.

One-on-One Presentation:

- Ask every employee to return a pledge card whether he/she gives or not. This will ensure that everyone has an opportunity to give.
- Recruit employee volunteers to personally contact each co-worker for their pledge. A good ratio is one volunteer for 10 employees.
- Follow-up with each employee who did not return a gift card. Make sure every employee feels personally asked to give.

## 6 Report and Thank

- Collect pledge cards and return to LE.
- Communicate results to entire organization.
- Say "Thank You" to everyone who participated in the campaign or helped to organize it.
- Ask your CEO to write a thank you letter or email to each employee who gave to United Way