

United Way of Cumberland County

You’re Holding a UWCC Campaign,

Now What?!?!

Thank you for your help with your organization’s 2020/2021 workplace giving campaign. You are a frontline volunteer who raises awareness about the vital role United Way of Cumberland County plays in the community. In this uncertain year, we are even more grateful for your time and dedication. As Campaign Manager, your primary goal is to help facilitate a successful campaign at your company and to encourage participation. You will not be working alone! Our staff is here to help you in any way. Below is a checklist that will help you prepare.

**Before the Campaign:**

Company leadership reviews company’s giving history.

Meet with leadership to confirm commitment to run campaign.

Contact United Way staff if you need help with campaign goals and strategy.

Recruit several colleagues to be a part of the campaign team to help plan and execute

the campaign. Conduct regular meetings with the team leading up to campaign meeting

and special events. Set date, theme, goals, incentives, etc.

Establish campaign timetable including campaign meeting and special events. Invite

company leader(s) to attend campaign meeting.

Publicize campaign to employees via email, intranet, shouting in the hallways, etc.

**During the Campaign:**

Be sure to communicate goals, timeframe, special events, and incentives to employees.

Hold campaign meeting for employees.

Follow up with any employee who was unable to attend campaign meeting.

Engage employees in special events.

Notify United Way staff to attend special events. If unable to make it, make sure to take

Photos/videos and send to [melissareid@unitedway-cc.org](mailto:melissareid@unitedway-cc.org) or tag us on social media.

Update employees on progress of campaign.

**After the Campaign:**

Collect completed pledge forms. Double-check they are filled out with the total amount.

Coordinate with appropriate department confirming payroll deduction amounts to be

processed.

Ensure total annual pledge amount is filled out on each pledge form.

Fill out Campaign Report Envelope and arrange time for United Way staff to pick up.

Report final campaign results to employees and leadership. Be sure to celebrate your

success!

Thank your campaign team, leadership, and participating employees.

Promote continued involvement with United Way by engaging employees in volunteer

opportunities which can be provided by the United Way office.

**SUCCESSFUL PRATICES**

**Involve Leadership**

The support and involvement of your CEO will add momentum to your company’s campaign. Meet with the CEO to get his/her endorsement for running a United Way campaign along with input for goals, events, and incentives. Your CEO and also be involved in the campaign by the following ways:

* Visibly support the campaign by attending all campaign meetings and events.
* Open employee campaign meeting by encouraging employees to participate.
* Arrange for payroll deductions if your company does not currently have that option.
* Help kickoff the campaign by making the first pledge.
* Provide a letter, email or video to employees endorsing the campaign.
* Make them part of an incentive.

**Take Stock**

Take stock of what you have in terms of physical assets and soft skills. Perhaps you have a great space for events, or maybe you have a lot of employees with artistic talents – USE THEM!! Each company has its own unique culture. Develop campaign strategies that will thrive in that culture.

**Assemble a Campaign Committee**

You don’t have to do it alone! Assemble a campaign committee of willing volunteers to help you plan and execute the campaign. Strive to have volunteers representing all areas of your company. This committee will help plan and promote the campaign meeting, incentives for giving, and special events and to be available to assist with collection of pledge cards. The campaign committee will meet regularly throughout the campaign. Some have found it helpful to assign specific responsibilities to members with completion dates.

**Plan**

Ask the United Way staff questions about setting goals, discussing incentives, and brainstorm ideas for the campaign. (Seek approval from CEO for any incentives given). Prepare a timetable including dates for your company’s campaign meeting and special events. Notify United Way staff of special events for photo opportunities. Make sure to share photos on your social media and ask the employees to do so too.

**Set a Goal and Make the Ask**

Set an attainable goal. You will have your campaign team and United Way team to help set goals by reviewing past giving and brainstorming ways to engage employees to raise overall goals. Goals can be in the form of dollars raised or participation. If possible schedule and hold an employee meeting having United Way staff make the ask! This can be done my Zoom meetings as well. One of the top reasons people don’t give is that they weren’t asked. Be sure that each employee has been contacted. Some businesses have EVERY employee turn in a form even if they are not giving to make sure that everyone has been made aware of the campaign.

**Communication**

You are the voice for United Way at your company. Share with employees about the value and work of the United Way in our community. United Way staff can provide you with talking points.

Be sure campaign meeting, events, and incentives are well publicized around the company. Track and report company giving through texts, emails, posters, etc. You can even have a bell to ring when you reach certain points in the campaign.

**Use Incentives and Special Events**

Help energize your campaign by utilizing incentives and events to boost overall giving. From penny jar wars to baked good sales to the best homemade COVID-19 mask contest (click here for list of in-person and virtual ideas). Plan early to gain approval for incentives from CEO or other leadership. Notify United Way staff of special events for photo opportunities and make sure that you/staff share on social media.

**Give Thanks**

A small thanks can go a long way! Be sure to thank leadership and staff for their support and participation. Send thank you letters to your campaign team members. Publish thank you messages in the newsletter, your website, social media, breakroom, etc. Display campaign photos and memorabilia.

**Year-Round Engagement**

Opportunities to LIVE UNITED do not end when your campaign does. There are many opportunities for you and your colleagues to be engaged in the work of United Way throughout the year. The following list gives a few ways to do just that:

* Visit partner agencies and learn about the work being done in your community.
* Volunteer! Contact funded partners to learn about group volunteer projects for employees and to pass on opportunities they can take advantage of on their own.
* Use new hire pledge forms to engage new hires in giving and encourage retirees to contact United Way so they continue their involvement.
* Inform United Way staff of ways they can support your company.
* Sign up to receive the latest information from United Way.