

EMPLOYEE CAMPAIGN MANAGER QUICK GUIDE

INSPIRE OTHERS TO LIVE UNITED.



GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™



WE'RE HERE TO HELP

From tips and a timeline to online resources and support, this quick guide is the starting point for a successful workplace campaign. Be sure to visit uwone.org/ecm for our complete guide to campaign materials and resources. And remember, your United Way Representative is there for you, every step of the way.

EMPLOYEE CAMPAIGN MANAGERS UNITE OTHERS TO MAKE A DIFFERENCE.

United Way would like to welcome our Employee Campaign Managers (ECMs). At workplaces throughout our region, your commitment inspires others to advance the common good by helping people today in ways that strengthen everyone's tomorrow.

Together, we can accomplish more than any one of us can alone. Thank you for joining the movement—and leading it in your workplace.

Welcome!



HELP TODAY. STRENGTHEN TOMORROW.

Impact your community by joining the LIVE UNITED movement. No other single organization has the scope, expertise and influence to bring together hundreds of human services agencies around a common vision of creating impact and achieving results. With your support, we're responding to urgent needs in our community while building a brighter future for all.

JOIN US TO HELP TODAY AND STRENGTHEN TOMORROW:

- Ensure children are ready to learn when they enter school.
- Keep kids engaged in learning so they graduate able to compete.
- Assist in times of crisis with basic needs.

REACH OUT, OPEN YOUR HEART.

Living United means
adding your voice,
your contributions
to those of others.



WHEN YOU SUCCEED, WE ALL DO. TIMELINE FOR A WINNING CAMPAIGN.

When setting a date for your campaign kick-off, choose a time you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal considerations in mind. Then, plan your timeline.

6 WEEKS BEFORE

Involve your CEO and company leadership. Recruit and begin training your campaign team, especially floor captains.

4 WEEKS BEFORE

Have your 1st campaign committee meeting to develop and organize your plans. Promote leadership giving (gifts of \$1,000 or more).

1-2 WEEKS BEFORE

Promote and publicize your campaign. Utilize existing meetings and United Way's communications and promotional materials.

KICK-OFF WEEK

Hold a kick-off event that showcases a United Way speaker and incorporates fun activities.

MID-CAMPAIGN

Follow up with employees and report results to them and to United Way.

END OF CAMPAIGN

Celebrate success with a Thank You Event that recognizes new supporters and loyal contributors.

POST-CAMPAIGN

Continue to engage your network of supporters and get a jump on planning next year's campaign.

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™**



ENGAGE. MOTIVATE. ASK. INSPIRE OTHERS TO LIVE UNITED.

ENGAGE.

Make giving personal and relevant. For instance, ask employees how many cups of coffee they purchase in a week.

Would they consider donating that money to the campaign?

- Make your pledge first.
- Be prepared for questions and concerns by reading background materials carefully.
- Be knowledgeable about United Way's work. Invite questions and share success stories.
- Hold fund-raising events. For instance, ask employees to donate old books, CDs and DVDs, hold a giant sale during lunch hour and donate the proceeds.

MOTIVATE.

- **Challenge donors** to increase their giving by small amounts like \$2/week instead of \$100/year.
- **Promote *Caring Club***[®]. Post a list of the retailers providing discounts to donors and remind people to visit mycaringclub.org.
- **Hold an auction.** Whether it's online, silent or traditional, ask employees to donate items and open bidding to customers and vendors.
- **Create a competition.** For companies with multi-floors, multi-locations (or even many departments) create a contest to see who raises the most money, or has the highest participation rate.
- **Have a Casual Day.** Let everyone who supports United Way wear casual clothes one day during the campaign.

ASK.

Most people don't give because they weren't asked. Personal contact and a positive attitude are critical to your campaign team's success.

- Ask co-workers you know first.
- Start off with people who already give.
- Encourage payroll deduction. It's the easiest way to give.
- Retrieve all pledge cards and say thank you!

Go to uwone.org/ecm for more ideas.

RESOURCES THAT SUPPORT YOUR SUCCESS.

Visit uwone.org/ecm for the information and downloadable materials you'll need to make your fundraising campaign a success, including:

- Posters
- Tools to track your results
- Campaign video
- Pledge forms
- Raffle ideas
- Tried & true ideas/best practices
- Stock photography
- "Did you know?" facts
- United Way success stories
- E-mail templates
- Letters and invitations

**Thank you for your commitment to United Way.
Have a great campaign!**



Get Connected. Get Answers.

This free, **24/7 hotline** administered by United Way connects you with the help you need, including employment, housing, heating or financial assistance. Want to give help? Call to connect with agencies that need volunteers and other support.

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