

ADVANCING EDUCATION  
INCOME AND HEALTH



# EMPLOYEE CAMPAIGN CHAIR 2012 GUIDE

## **Congratulations**

Your role as United Way Campaign Chair will have a significant impact on our community's future. But more than that, you have an opportunity to develop relationships in your work place that can produce a multitude of positive results.

The people that are helped by United Way are helped through approved local non-profit organizations. These programs are reviewed every year to ensure contributions are applied for maximum benefit. The materials provided to you tell the story about local people receiving help. Because United Way has actively helped provide essential service in our area for over 50 years, you can trust that our system works.

As Campaign Chair for your company, you have been given the responsibility to conduct your "Annual Drive!" This guide was designed to help you make your campaign a successful one.

Keep in mind that you are the organizer of people and time. You control what is known about United Way in your work place. Your attitude will determine your results. The "Best Practices" portion of the guide covers proven concepts that have worked time and time again.

Focus your efforts on communicating about the people that are helped by United Way programs.

If you are looking for a community that is safer to raise a family, has economic growth because companies want to expand here and create jobs; If you want children to be better prepared to take advantage of our educational system; If you want people to respect each other and be responsible citizens, then why not make an investment in United Way?

Once you begin to tell people about United Way as a way to a better future, you will be able to tell United Way story of compassion, efficiency, and integrity.

Thank you for taking on this important responsibility!

## **Employee Campaign Materials**

- 1 Campaign Summary Card per Envelope
- 1 Four Year History Sheet per Envelope
- 1 Report Envelope
- 1 Employee Campaign Guide

## **Resource Request**

### Loaned Executives

- Who are they and what do they do?  
Loaned Executives are people loaned to United Way by their employer for about 12 to 14 weeks, typically during September to November. These LE's are trained by United Way to assist other organizations in planning and conducting successful employee campaigns.
  
- What Resources are available from the Loaned Executive?  
Brochures with Pledge Cards attached  
Local DVD or VHS (Available in English or Spanish)  
Employee "Thank You" pins  
Help with planning your Campaign.  
Help conducting the Employee Meetings.  
Help arranging for a Guest speaker to come in from a Funded Program.  
Help arranging a tour of a program funded through United Way.  
Help finding specific information about United Way.

## **“Best Practices”**

- ✓ **Review This Booklet** and call your Loaned Executive. If you're not sure who your Loaned Executive is, call United Way 248-1557 (Yakima) or 925-2730 (Kittitas).
  - Contact your Loaned Executive.
    - Visit one or more of the United Way agencies. Understand how wide the range of services provided by United Way agencies makes a difference in the life of area residents.
  
- ✓ **Meet the CEO.**
  - Confirm the use of company time for team development, employee meetings and face-to-face solicitation.
  - Confirm the availability of payroll deduction on a 12-month basis.
  - Ask for a personal letter, e-mail, or open letter endorsing the campaign within your organization.
  - Confirm CEO's participation in employee meetings.
  
- ✓ **Organize a Team of employees to help you.**
  - Determine your campaign structure.
  - Develop a tentative flow chart to make sure all employees will be contacted.
  - Choose your team carefully and include labor and management.
  - Recruit your team and take them on a tour of a United Way agency
  
- ✓ **Develop a Plan.**
  - Meet with your team and review your tentative Flow Chart to make sure all employees will be reached.
  - Discuss having additional employees tour agencies or consider having an agency speaker come to your site.
  - Consider using a check off sheet to ensure everyone is contacted.
  - Develop a timetable
    - Include:
      - Kick-off
      - Agency tours
      - Employee meetings
      - Special events
      - Pledge card distribution
      - Pledge card collection
      - Announcement of total raised
  
- ✓ **Work the Plan.**
  - A good plan with a trained team of employees behind you will always prevail over last minute changes and short cuts.

### **“Best Practices” continued**

- ✓ **Wrap-up Quickly.**
  - Ask people to make a decision the day you give them the card. Resist the need to wait for the last card. Total your results and give the summary information to United Way or your LE and the original payroll deduction cards to Payroll for processing. Late cards can always be added.
  
- ✓ **Thank everyone!**
  - Thank your team and all of the employees for there commitment to help others.

## **15 Minute Employee Meeting**

### Suggested Agenda

(Pledge cards and pens are distributed as employees enter room)

- Employee chair makes opening remarks, (history of giving, participation, average gift by company, average gift by employees, this year's goal) welcome employees and introduce Chief Executive, Union Representative, and guests.
- Chief Executive speaks; stresses that the company and the community are behind the United Way Campaign...It is "THE ONE" appeal in which many agencies can be helped at one time. Close by asking all employees to consider a generous gift.
- Union representative endorsement (where applicable).
- Show the local "United Way Video".
- Chair or team member shares their experience with a United Way program.
- Ask employees to complete their cards and return them to you before they leave.

If you have additional time, here are a few ideas to explain what United Way is all about:

- Have an employee talk about how they have been helped by a United Way program.
- Have either a volunteer or agency director come in and talk about their program.
- Share stories or news clipping about United Way and the programs they help provide in our community.

## **Your United Way Campaign should be Uplifting**

“Warm, human, people-oriented . . .”, “Positive, upbeat, fun. . .”, “Fresh, colorful, exciting . . .” Do these words describe your United Way Campaign?

In a sense, the United Way Campaign is a celebration - a celebration of caring. True celebrations are fun and uplifting. They get people excited about being involved. Your next United Way Campaign can be that kind of celebration.

Every organization has its own personality, and each idea, theme, or special event should be selected to fit your organization. These suggestions are some of the ideas other companies and organizations have successfully used to promote their United Way Campaign. Many of the ideas can be developed or adapted for use in your organization with a minimum of resources.

So be creative. Have fun. Enjoy our celebration of caring.

## INVOLVE SENIOR MANAGEMENT

Successful companies and organizations involve their Chief Executive Officer (C.E.O.) in their Campaign. Their visible support is vital to the success of the campaign and contributes to the company spirit.

Here are some ways to involve your senior management:

- Involve your senior management in a Pacesetter Campaign. Announce the results during your Campaign Kick-off and challenge employees to top their results.
- Ask management to be chefs for a day. Pancake breakfasts are fun and easy! Employees can purchase tickets or management can cook as a reward.
- One manager agreed to shave his head if goal was reached.
- Ask executives to camp out in the parking lot/roof top when goals are surpassed.
- Involve management in pie throwing/water balloon/dunk tank contests.
- And here's a real attention-grabber: at one company the executive wore the same tie for a week -- it was cut off each day to mark the campaign progress!
- Ask manager to donate golf/fish/hunt/dinner with the boss as a draw for meeting participation.
- At one firm, management agreed to wash employees' cars if goals were achieved.
- Let's not forget to mention the "Hey, let's have a drawing from the barrel of names, and see who gets their boss to do their job for a day." trick.

## CAMPAIGN PROMOTIONS

Promotions will increase your Campaign awareness, create a sense of team spirit and provide information to donors to help them make more informed giving decisions.

Learning can be fun! Here's how:

- Arrange a visit to a United Way-supported agency. Invite all interested employees to participate in a first-hand experience of the services their dollars support. Take pictures during the visit for your newsletter.
- Progress Posters: Track your Campaign on posters displayed throughout the company to keep employees informed of the Campaign success. Campaign Progress can be depicted in many forms from thermometers, football goal lines, horse racing tracks, etc.
- Employees who have been helped by United Way agencies can have a positive impact on your Campaign. Ask them to share their experience with other employees or include in newsletter.
- Your United Way message, slogan, or needs information can be included in company newsletters, payroll stubs, intercom messages, inter-office correspondence, or on computer terminals as log-in messages.
- Play or make up a game, using United Way questions or answers. For example, "Name a program funded through United Way to assist in family crisis?"

## CAMPAIGN INCENTIVES

An incentive program can add “flavor” to the Campaign and increase employee contributions. Gifts and prizes can be awarded in a variety of ways. Incentives can be based on any of the following criteria:

- Prizes like key chains, pins, mugs, and flowers can be given to employees who:
  - Turn in pledge cards early
  - Pledge one hour's pay per month
  - Pledge through Payroll Deduction
  - Attend the rally
  - Pledge a leadership gift (2% of their salary)
  
- Company can divide into teams competing:
  - To see which team has the highest participation rate. (C.E.O. cooks dinner for the winning team.)
  - For the department with 100% Payroll Deduction rate
  - To see who returns their completed pledge cards first.
  - Departments can set their own goals and compete for prizes.
  
- Employees are given a “casual day” ticket when they turn in their pledge card early.
  
- Gifts/prizes for auctions or raffles can be any type and acquired in a variety of ways. Prizes are all donated.
  - Seahawks, Mariners, and local events.
  - A Night on the Town/Dinner for 2
  - Hotel Weekend for 2/Use of cabin - beach house
  - Hot Air Balloon Ride
  - Day off Work/Use of Company Car/Parking Space
  - Gift Certificates
  - Singing Telegrams (performed by company employees)
  - Wall Papering Service/Yard Raking/Car Washing
  - Airplane Flying Lessons/Golf Lessons
  - Holiday Turkey/Ham
  - Wine/Flowers
  - Gourmet Dinner by Employee
  - Hand Crafted Items
  - Tickets to the Symphony
  - Catered Luncheon, Hosted by Chief Executive Officer
  - Your Choice of Any Plant in the Building
  - Water Balloon Toss at a Favorite Manager
  - Chief Executive Works In A Specific Department for A Day
  - Lottery Tickets
  - Any Variety of Company Products
  - Free Lunches in Company Cafeteria

The list could go on. Use your imagination, get your employees enthusiastic about the United Way and seek donations from within your organization and your community.

## **“FUN RAISERS”**

Every Organization has its own personality, and each idea, theme, or special event should be selected to fit your organization. These suggestions are some of the ideas other companies and organizations have successfully used to promote their United Way Campaign. Many of the ideas can be developed or adapted for use in your organization with a minimum of resources.

- Put together theme gift baskets and auction them off.
- Games: Nerf basketball, putt-putt golf, croquet, video games, paper airplane toss, trike races. Donation to play, prizes for winners, proceeds to United Way.
- Silent Auction: auction items (baked goods, crafts) donated by staff, proceeds of auction to United Way. Items may also include services; like hours of baby-sitting, lawn mowing, car washes etc.
- Make your own sundae or tacos. Food can be donated by manager, employees or local vendor.
- Baby photo contest - donation to enter, you guess who is who.
- Bake sale/potluck, employees prepare goodies to be sold.
- Spam/soap carving (Ivory soap works best).
- Used compact disc/cassette/video auction - employees donate items which are sold or auctioned off. (Used books work also.)
- Ugly tie/hat contest - donation to enter/vote.
- Organize softball/basketball games between divisions.
- Balloon Pop - put note inside with name of prize before filling.

## THANK YOU IDEAS

Remember to thank those employees who contributed their time, energy and money to your campaign. Without their help your campaign wouldn't have been so successful!

- Give employees a “Thank You” with their pledge cards. Distribute contributor pins as people make their pledges.
- Run “Thanks” ads in employee publications.
- Sponsor “Thanks” reception/recognition ceremony for all.
- Send a letter from the Chief Executive to campaign committees, solicitors, and contributors.
- Display United Way “Thanks” posters and send out “Thanks” payroll stuffers.
- Present your United Way award at a staff meeting.
- Thank Campaign Solicitors by holding a special coffee break for Solicitors.
- Invite employee representatives to United Way Awards Luncheon.

## Questions, Answers, and Did You Knows

### **Is \$5 per pay period the same for everyone?**

The key part of the question is “per pay period.” You may have a variety of pay periods depending on your company. For example a person giving \$5 per pay period that is paid monthly will contribute \$60 vs. a person giving \$2 per pay period that is paid weekly will contribute \$104.

### **What added benefit does giving through United Way have?**

Accountability is perhaps the biggest benefit received by contributors. Every program funded by United Way is carefully review by a group of trained volunteers. These volunteers review financial information, staffing levels, program schedules, and service statistics. Once all programs have been reviewed, those same volunteers prioritize community needs and decide on funding levels.

### **Continuous Giving Plan**

Some companies offer a continuous giving plan to their employees. This program is conducted in coordination with a “New Hires Plan.” Employees are offered the continuous giving plan when they contribute one hour’s pay per month or more. The amount given to United Way automatically changes as the employee’s hourly pay changes. Employee presentations are held as needed to update employees about United Way.

### **New Hires Plan**

Many companies have started to present United Way information as part of their new hires orientation materials.

### **What programs are funded by the United Way of Central Washington?**

All of the programs funded by United Way of Central Washington are listed in the annual campaign brochure. Be sure each employee has a chance to review this list. Who receives the money is one of the many key elements that make United Way such a success in our community.

### **What is Leadership Giving?**

Couples or individuals that contribute \$1,000 or more to United Way of Yakima County are eligible to become members of United Way’s Pillars Club. Membership in this club is self-appointed. Contact United Way for registration material or more information.

**UNITED WAY CAMPAIGN ELEMENTS**  
Elements to Increase Success of Campaign

**FEATURE**

**BENEFIT**

Payroll Deduction

- Dollars withheld each pay period can be submitted to United Way on a quarterly/monthly basis.
- Convenient way for employees to give more.
- Employees feel even better about their employer.
- Less cash to be handled by Campaign Coordinator.

Personalized Pledge Forms

- Contributor feels more important.
- Simplifies tracking for Campaign Coordinator

One-on-One Solicitation

- Personal approach provides privacy for contributor.
- Provides contributor a confidential atmosphere to have questions answered.

Solicitor Training

- Improves campaign organization and shortens campaign time frame.
- Provides internal experts on United Way who can answer questions.

Employee Meetings

- Provides an opportunity for management to give visible endorsement of campaign to all employees.
- When United Way presentation included as part of regularly scheduled employee meetings it minimizes the impact on workflow.
- Provides an easy opportunity to distribute materials.
- Loaned Executives are available to help with the presentation and can answer questions.

Giving a Corporate Gift

- Actively strengthens the community you do business in.
- Provides an opportunity for recognition within the business
- Community (see examples under employee campaign). Sets a positive example for employees. They can be even more proud of the company they work for.

## FEATURE

## BENEFIT

### Running an Employee Campaign

- Adds opportunities for recognition within the business community. (i.e., United Way's Awards list, public awards, ceremonies, plaque for display, Leadership Giving Roster, etc.)
- Investing in community you do business in.
- Organizational responsibilities can be assigned as an opportunity for you the employer to challenge and observe an employee's skills.
- Involvement with United Way can provide an extension to your employee benefits package. You can access similar services to those you might pay to receive from an Employee Assistance Program.
- Employees learn how to access United Way supported services which are over and above those provided within health care packages (i.e., mental health, child care, etc).

### Running an Employee Campaign, continued

- Employees appreciate an opportunity to help their community.
- Show United Way film at Employee Meetings which provides examples of what United Way agencies do.
- Clears up misconceptions about United Way.
- Films are powerful story tellers.

### Agency Speakers at Employee Meeting

- Provides an example of what United Way agencies do in this community.
- Educational.

### Agency Tours

- Seeing an agency in person is very moving.
- Provides testimonial opportunities from peers.

### Goal Setting

- Generates enthusiasm and competition.
- Allows opportunities for recognition of both company and employees.

### Short, Intensive Campaign

- People give more when enthusiasm is high.
- More efficient for the company. Less impact on workflow.

### Fundraisers

- Generates enthusiasm and competition.
- Fun.

**FEATURE**

**BENEFIT**

Get Pledge Form from Everyone

- Requires each employee to make a decision regarding a United Way contribution.
- Enables Campaign Coordinator to know when campaign contacts have been completed.

Visible Endorsement of Campaign by Management

- Campaign participation increases with a strong example set by management.
- Makes management of campaign easier and more efficient for campaign coordinator.

# LIVE UNITED



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