

EMPLOYEE CAMPAIGN MANAGER HANDBOOK



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United Way of Northern
Shenandoah Valley

Your commitment.

Our experience.

Together, we can create a brighter future for all.

In today's workplaces there are fewer resources to research, plan, implement or support meaningful and involving ways to give back to the community. That's why organizations of every size turn to United Way. A United Way workplace campaign is an engaging, time-tested way for everyone in your organization to give, advocate or volunteer. Together, you'll impact the most pressing issues facing our region.

As an Employee Campaign Manager (ECM), you'll have the support of our United Way Development Manager to guide you each step of the way. Whether you turn to us, seek advice from our printed materials, or from fellow Employee Campaign Managers, you can count on United Way's experience as the leader in workplace campaigns. And when the campaign is over, we're your year-round partner for volunteer opportunities, advocacy, and community involvement.

Thank you for being an ECM! Your time and commitment will make a difference in your organization and in the lives of so many in our community.

Good for morale. Great for the community.

Everyone wins with workplace campaigns.

More than fundraising. A United Way Campaign can bring your entire organization together around the common goal of helping people right in our own community. Campaigns boost morale, build teamwork and promote positive values that enhance your corporate profile. Throughout the campaign, Employee Campaign Managers have a valuable opportunity to inspire, lead and manage a very important and visible endeavor.

Do it your way. Every company culture is different. United Way campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic focus or time and resources.

A big return on any investment. We make it easy to make a difference. United Way provides materials, resources, and expertise to make your campaign easy and eventful.

Expertise you can rely on. Whether your workplace has thousands of employees or just a few, you'll benefit from decades of experience supporting companies just like yours. Our team will help you bring your organization's vision of philanthropy, community services and corporate responsibility to an inspiring and effective campaign.

Why United Way?

United Way convenes the people and organizations necessary to create solutions to our region's most pressing problems.

United Way has your back, supporting and promoting vital programs in our three focus areas...

- 1) Education** – Helping community members to reach their full potential
- 2) Income** – Providing support services and promoting economic self-sufficiency to meet community emergency needs
- 3) Health** – Improving people's overall well-being.

Giving to United Way is unlike any other form of giving.

Our funds go directly to what our community needs most, helping individuals and families to be stable and healthy. What makes United Way different is that we direct and monitor these funds so your gift is used exactly as you intended.

41% of people in our community are struggling to get by, and are either in poverty or don't make enough to make ends meet. Through our supported programs and services, we are able to see tangible outcomes for people living right here in our community. We are there for our neighbors to bring them from crisis to stability.

24,745+ people were helped in the last year by United Way NSV and our funded partners. This means that it is very likely that your gift has helped a friend, a neighbor, or a loved one in their time of need.

Your support makes our community stronger. Because healthy and self-sufficient families mean less poverty, less crime and less suffering in the Northern Shenandoah Valley.

Campaign Timeline

- ECM Training
- Goal Setting
- Set Campaign Dates
- Kickoff Event – Schedule Speakers
- Wrap Up
- Report Results

Winning ideas for successful campaigns.

Engage

Make giving personal and meaningful.

- **Be the first to pledge.** Then, thank those that follow your example.
- **Make it relevant.** Ask people about how much they spend on coffee or other small items per week. Would they be willing to donate that money to the campaign?
- **Education and invite questions.** Be prepared for concerns by being knowledgeable about United Way's work.

Motivate

Create specific events that inspire action.

- **Make challenges achievable.** Asking people to give \$2 per week sounds easier than \$100/year.
- **Hold an auction.** Whether it's online, silent or traditional, ask employees, customers and vendors to donate items and invite everyone to bid.

- **Create a competition.** Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.
- **Have a Casual Day.** Let everyone who supports United Way wear casual clothes for a day during the campaign.

Ask

“Not being asked” is one of the top reasons for not giving. Personal contact and a positive attitude are critical to your campaign team’s success.

- **Spread the message.** Reach out to coworkers through email, company intranet, newsletters, bulletin boards, or payroll stuffers.
- **Ask co-workers you know first.** Then, enlist them to spread the news.
- **Start off with people who already give.** Their participation will build momentum.
- **Encourage payroll deduction.** It's easier to give smaller amounts consistently.

Thank

Recognize everyone’s contributions to the campaign, not just their donations.

- **You can’t thank them enough.** Say “thank you” when you pick up pledge cards (electronic campaigns will automatically generate acknowledgements) and send out thank you emails.
- **Send a CEO communication.** Draft a thank you message for your CEO to send to all employees who participated in your campaign. Whether it's an email, intranet announcement or keepsake letter, the CEO's support can be key to success.
- **Hold a thank you event.** It can be part of another company gathering or an event all its own. Either is a great opportunity to publicly honor participants, highlight results and showcase year-round engagement opportunities.
- **Give certificates of appreciation.** Your United Way campaign representative can provide you with certificates that employees can proudly display in their workspace.

Top 10 Campaign Tips

- 1. Time it right.** Choose a campaign kick-off time when you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal busy periods in mind.
- 2. Get high-level buy-in.** Leadership donors can drive a campaign's success by creating momentum. When the CEO and senior managers are the first to give, others will follow their example. Suggest that a special Leadership giving chairperson be assigned to target those able to give at a higher level.
- 3. Create a Corporate Match.** Connect corporate giving to employee giving by creating a corporate challenge match for employee donations, if possible.
- 4. Be visible.** Get on the agenda for scheduled organization-wide events, department meetings or other company gatherings.
- 5. Participate in United Way events.** Volunteer opportunities like Day of Caring, ALICE Awareness Week, Fund Distribution, and others are a great way to see United Way's work in action.
- 6. Kick-off strong and create incentives.** A fun, involving launch event sets the tone for the campaign. This is a great time to announce incentives, contests or drawings.
- 7. Make it personal.** A personalized ask is best, particularly from a friend or colleague. Utilize personal connections and knowledge in emails and communications.
- 8. Promote. Publicize. Plan.** Raise awareness of United Way's work. Send email updates. Be a presence on your company's intranet. Form a committee. You can count on United Way for support and advice on your publicity and marketing efforts.
- 9. Thank and celebrate.** Acknowledge those who help. Involve and recruit others who share your commitment. Thank them again and again. These actions are a big part of making your current campaign a success – and setting the stage for next year's.
- 10. Let the spirit live on!** Opportunities to **LIVE UNITED** don't end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way.

Frequently Asked Questions

Why does United Way exist?

United Way was established by and for the community as the place where society's most powerful forces join to work for common goals. For more than 70 years, we have been improving people's lives and the community throughout the Northern Shenandoah Valley.

What does United Way do?

United Way brings together people from business, government, education, health care, faith groups, nonprofits, and ordinary citizens. We assess the community's needs, convene public/private partnerships and other resources and invest in programs that advance the common good.

Why am I asked to give to United Way in my workplace?

United Way has always enjoyed a strong partnership with the business community. Organizations that have workplace campaigns understand that we all share a responsibility for the people and neighborhoods where we live, work and raise our families.

What does United Way do with my investment?

Annually community volunteers make funding recommendations for impact grants geared toward community needs and initiatives. All our partner agencies go through a rigorous review for accountability documentation, prior to the volunteer process.

Does United Way sell or trade list information of its donors?

No. United Way maintains its own database of supporters and will under no circumstances sell or trade this information to any individual or organization, public or private.

Why should I give to United Way instead of a direct service agency?

United Way bases its funding recommendation on a rigorous process that demands accountability from its supported agencies. Funded programs must demonstrate positive, measurable results. People helped by a United Way supported program often require more than one service.

Can I still designate my United Way gift to a direct service agency?

Absolutely. Giving is a person decision and we would never discourage donors from following their hearts. No other organization in our area has the same depth of reach. The United Way will honor donor designations to any organization having tax-exempt status.

What are the administrative cost for the United Way?

The administrative cost of the United Way is 16%. So 84 cents of every dollar goes back to the provide service to those in need in our community. The nationwide average administrative cost is 65% so we are well below the average.