

# HELPING PEOPLE LIVE THEIR BEST POSSIBLE LIVES

2017 EMPLOYEE CAMPAIGN  
COORDINATOR GUIDE



Helping people.



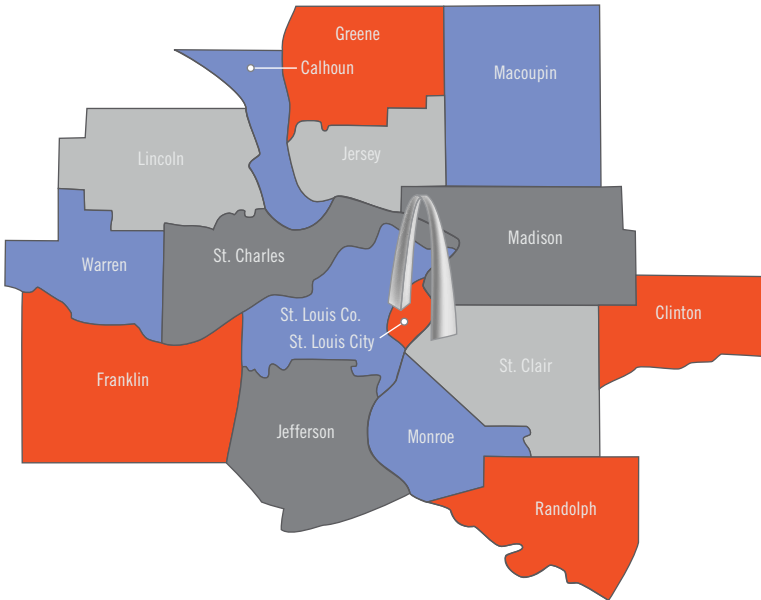
# WHAT TO EXPECT

## HELPING THE ENTIRE COMMUNITY

A gift to United Way of Greater St. Louis is a gift to the community.

Your support matters to so many in our region.

It's life-changing. It's everything. Thank you!



### THANK YOU

Employee Campaign Coordinators encourage co-workers to create a stronger, healthier community by planning, coordinating and implementing an effective United Way workplace campaign.

### KEY NUMBERS AND WEBSITES

- Call your United Way rep or Nicole Tabron at 314.539.4101 with any questions.
- Go to **[HelpingPeople.org/campaign-hq](https://www.HelpingPeople.org/campaign-hq)** to get all of the materials you'll need for a successful campaign.
- Go to **[STLVolunteer.org](https://www.STLVolunteer.org)** to volunteer or set up a group, team-building outing.

## ATTEND

- Attend United Way Employee Campaign Coordinator training

## MEET

- Meet with your United Way representative to develop a campaign strategy.
- Meet with your top-level management and confirm a commitment.
- Ask for time for you to coordinate the campaign.
- Send an email from the CEO endorsing the campaign.
- Ask management to speak at employee events.
- Allocate time and budget for campaign-related activities and incentives.

## ESTABLISH

- Establish a campaign goal.
- Establish a committee (if needed).
- Make sure to include representation from all areas of your organization.
- Recruit people who believe in United Way and will help others get excited about the campaign.
- Establish a campaign timetable.

## SCHEDULE

- Schedule an agency or torchlighter speaker.
- Schedule a volunteer project.
- Schedule an agency tour.

## DEVELOP

- Develop a campaign plan.
- Identify the culture of your company and choose strategies that are tailored to your corporate culture.
- Review the strengths of past campaigns and establish a challenging campaign goal with your CEO that focuses on potential.
- Look at previous participation levels in the campaign to find gaps and opportunities. Have you included all locations, shifts, part-time employees, retirees, divisions and labor unions?

### **PRO TIP: HAVE FUN!**

That's right – a key ingredient for a successful campaign is to set an upbeat mood. The more fun you have getting ready for the campaign, the more fun employees have during the campaign.

## ACTION

### KICKOFF

Launch your campaign with a kickoff rally.

Having an in-person event that generates great enthusiasm to start your campaign is an effective way to launch a successful campaign.

Be sure to include the following:

- Play the United Way campaign video. This important tool helps people understand how much their gift means.
- Attain CEO and labor-leadership endorsements.
- Include a United Way agency speaker or an employee testimonial.
- Include refreshments, snacks and a way for the employees to unwind.
- Most importantly, ask your employees to make a pledge during the kickoff.

### PROMOTE/EDUCATE

- Promote the campaign throughout the duration of the campaign.
- Offer agency tours to your employees.
- Place United Way campaign posters and brochures at key places throughout the building.
- Incorporate incentives for certain giving levels.
- Use your company intranet, email or voicemails to pass along information about United Way to all employees.
- Update employees on campaign status and other campaign information.
- Update/communicate with United Way staff on new stories or approaches that can help with promotion.

## MAKING THE ASK

United Way research shows that a peer-to-peer ask is the most effective way of receiving a pledge. Sincerely communicating your commitment to supporting the community through United Way really does make a difference.

- Get the donor's undivided attention.
- Start the discussion on a positive, friendly note.
- Explain the purpose of your visit.
- Find out what they know about United Way.
- Explain the purpose of United Way and why you support it.
- Bring United Way materials and be prepared to explain them.
- Share a personal story, success story or United Way facts.

## ASK FOR A PLEDGE

- With new givers, ask for a first-time gift.
- For annual givers, encourage an increase.
- Consider asking for a specific increase, such as one dollar more a week or pay period.
- Remember, you are not asking for yourself; you are asking on behalf of someone who needs help.
- Answer questions and handle concerns.
- Know your materials and answer questions honestly – never guess. If you don't know the answer, let the donor know you will find out, and follow up with your United Way representative.
- Recognize that some donors have real concerns; people have a right to feel good about their gift.
- Say thank you.
- Regardless of what the donor decides, thank them.
- People like to know their gift is appreciated.

### LEADERSHIP GIVING CAMPAIGN

Leadership Givers contribute an annual gift of \$1,000 or more. Incorporating a Leadership Giving campaign is one of the best ways to increase the success of your campaign.

- Hold a special event just for Leadership Givers.  
BONUS: have your executive team at the event.
- Ask Leadership Givers for their support prior to the start of campaign. This allows company leaders to set the pace for the campaign.
- Have your CEO or Leadership support team make one-on-one requests. In addition, have them send personal thank-you letters.
- Visibly recognize your Leadership Givers.
- Leadership Givers can join:
  - African American–Charmaine Chapman Leadership Society
  - Men’s Leadership Society
  - Multicultural Leadership Society
  - Women’s Leadership Society



**PRO TIP: VOLUNTEERING IS THE BEST WAY TO CONNECT TO THE CAMPAIGN**

We've seen it hundreds of times — people feel more strongly connected to United Way when they volunteer. It is a great way to motivate and promote team-building. And, it's easy to set up. Simply visit [STLVolunteer.org](http://STLVolunteer.org) for hundreds of volunteer opportunities. Or, ask about a customized event for your company.

## THEMES

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization. Here are some examples:

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### Be a Superhero

This theme is a fun way to make individual employees feel special by recognizing them as “superheroes.” When you give your time or donate to United Way, you’re truly making a “super” difference in our community!

- Have senior management dress up in superhero costumes for your rally.
- Participate in volunteer projects that will make employees feel like superheroes.

### Mardi Gras

Unmask the possibilities of helping people through United Way.

- Have a Fat Tuesday potluck.
  - Decorate the office in green and purple.
  - Encourage people to wear mardi-gras masks.
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### **We Love the 80s**

Party time! Celebrate your employees' memories of the '80s while having a fun campaign sprinkled with lots of laughter.

- Hold an '80s movie marathon as an incentive.
- Have a "worst '80s outfit" contest.

### **St. Louis**

What better theme than our hometown!

- Use gift cards from local restaurants as incentives.
- Highlight the work that you and United Way are doing for the St. Louis community.

### **Vegas**

Use the popular slogan, "What happens in Vegas stays in Vegas" to put a fun twist on United Way's message of "What's raised here stays here."

- Have a decorating contest among departments – whoever does the best Vegas theme wins!
  - Play e-bingo during the campaign.
  - Set up a mock roulette wheel at your rally and let employees try their luck.
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## ACTIVITIES

Including fun games or activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign. You can pair these up with your campaign theme or use them on their own.

- Wastebasket shooting contest
- Tricycle races
- Relaxation day (bring in a massage therapist)
- United Way trivia
- Chili cook-off
- United Way crossword or bingo
- Themed basket raffle
- Executive (fill in the blank) for a Day: Everyone who donates gets to vote for an executive. The executive with the most votes gets to: wash a raffle winner's car, wear a hot dog suit to work for a day, or switch offices!

## INCENTIVES

### Incentivize employees in a variety of ways:

- By individual participation: Anyone who attends a rally is entered to win a door prize or drawing.
- By timeframe: Anyone who contributes by a certain day is eligible for a prize/drawing.
- By increase: Anyone who increases their gift over the previous year by \_\_\_% is eligible for a prize.
- By gift level: Anyone who gives \_\_\_dollars or more is entered into a special drawing.
- By company goal: If the company achieves \_\_\_% participation, employees can wear jeans on Friday.

### Incentive ideas:

- Pizza party
- Corporate match
- Use of company suite at event
- Company coupons (jeans day), Flee @ 3 (leave work early), Call in Well day (day off), Sleep in Late (arrive late)

### SAYING THANKS

Saying “thank you” is one of the most important parts of your campaign. People want to feel appreciated when they’ve done something positive. Here are a couple of ways to show how important they are to the success of the campaign.

- Draft and disperse a thank-you letter from the CEO or management.
- Hold a special thank-you breakfast or luncheon.
- Feature a list of givers on the company intranet, newsletter or by email.
- Send a thank you e-card.
- Leave a balloon at their desk or chair to recognize their important accomplishment.
- Recognize with a sticker or pin.
- Send them a thank-you candy gram:
  - Pack of gum: Thanks for “chewing” to give!
  - Crunch bar: Our agencies would be in a “crunch” without your support!
  - Dove Promise: Your “promise” will change lives!
  - Chocolate chip cookies: Thanks for “chipping” in for United Way!
- Continue to show the impact. A United Way donation keeps giving throughout the year. Communicate simple messages, stories or links throughout the year so donors feel their gift is helping all year long.

## POST-CAMPAIGN NEEDS

What goes on after the campaign is almost as important as what goes on during the campaign. This is the way to make people feel good about their donation, and keep a positive impression so that next year they are more eager to participate.

### Collect

- Collect all cash, checks, pledge cards and other gift information.

### Tabulate

- Tabulate results and submit a campaign report envelope to your United Way representative.

### Complete

- Complete the online electronic listing sheet (preferred) with each donor's name, contribution amount and payment method. You can also use your own Excel spreadsheet.
- So United Way can thank and acknowledge all donors, please include the names of the donors along with their email addresses.
- United Way will use this information to send a thank-you note, show them how their gift is helping throughout the year and keep them updated on special events.

### Call

- Call your United Way representative to pick up your sealed campaign report envelope. If employees turn in their pledge card after you've sent your envelope, just give us a call. We'll bring you another envelope and pick up new cards.

### Congratulate

- Pat yourself on the back. What you did is extraordinary. What you did is making a real difference in our community. You are the unsung hero in our community who is doing so much to help people. Thank you very much!

Helping people.



United Way  
of Greater St. Louis

IF YOU OR  
SOMEONE YOU  
KNOW NEEDS HELP:

CALL *or* CONNECT

**2-1-1** | **211HELPS.ORG**

(314) 421-0700 • Downtown St. Louis  
(636) 939-3300 • West Division  
(618) 258-9800 • Southwest Illinois Division  
(618) 877-6780 • Tri-Cities Division  
(618) 233-8441 • Illinois Division