



Campaign Coordinator's Guide 2020-2021



**United Way
of Florence County**

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LIVE GIVE HELP

LIVE GIVE HELP

As the coordinator of your company's United Way campaign, you will be responsible for planning, implementing, and monitoring the campaign to ensure its success.

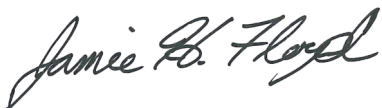
Your role in this process is crucial, because without you, we simply could not achieve our goals.

Here at the United Way of Florence County, we are committed to serving our community and those who live here by addressing needs in the health, education, youth, special needs, emergency services, and financial stability sectors. As Florence County continues to grow, so does the number of those in need. By taking action and running a campaign, you help us address those needs. Because when we all come together as one, united, we can create change and help our community shine.

Remember, the United Way is here to help with whatever you may need on your campaign journey. We have provided materials to inspire you and make your job easier. All campaign materials can be found online at www.uwflorence.org under "Campaign Toolkit". You will also have the support of the United Way staff, representatives, and volunteers who are available to answer questions and provide resources throughout the campaign.

Thank you again for living, giving, and helping in your local community by volunteering for this role. We look forward to working with you this year!

Sincerely,



Jamie Floyd
Florence County
Campaign Chair



**Please visit our Campaign Toolkit at
www.uwflorence.org to view all campaign materials.**

LIVE GIVE HELP

LIVE, GIVE, HELP LOCAL is more than a catchy phrase; it's a call to action. LIVE, GIVE, HELP encourages everyone in our community to come together as one, whether it is giving financially, donating time by volunteering, or advocating on behalf of an important community issue. For over 65 years, United Way has been leading the way in helping the local Florence community.

LIVE.

When you invest in the community through United Way by making a monetary donation, you help make positive changes in the lives of people right here.

GIVE.

Choose to LIVE, GIVE, HELP Local by speaking up for issues you are passionate about. Champion a cause, tell your friends, write a letter, share our posts on social media, be visible, and engage decision-makers and policy leaders to help address our most important community needs.

HELP.

Volunteering is a great way to contribute to the overall well-being of our community. You have the chance to make friends, learn new skills, and – most importantly – share your talents and expertise with others. Give whatever time you have. LIVE, GIVE, HELP Local by giving back one of the most invaluable gifts – your time.

Collectively, we can help improve the lives of those in need in our community. Together, we can all LIVE, GIVE, HELP!

Please know how much we appreciate your support and willingness to work on our behalf. Your efforts this year, more than ever, combined with those of dozens of others who are coordinating campaigns in their workplaces, will help ensure that United Way-funded services will continue to be available for those in need.

Our staff is available and ready to help in any way possible to make this year's campaign a great success. On behalf of our board of directors, staff, and our local community at large – thank you!



1. MEET WITH YOUR CEO OR MANAGEMENT TEAM: Make sure all of the employees know that the United Way campaign is supported by management, all the way to the top. Arrange for the CEO to speak at your campaign's kick off event. You can also have your CEO or upper-management sign emails and letters that go out to employees expressing support for the campaign.

2. CREATE A CAMPAIGN TEAM: Don't try to do it all alone. Feedback we have received from ECCs says that assembling a small committee or group to help organize the United Way workplace campaign is one of the most important ways to guarantee a more successful fundraising effort. Try to include people from different departments such as marketing & communications, personnel, payroll, and management. This helps to spread the labor, contributes to building a team atmosphere, and produces more creativity.

3. SET GOALS: Setting ambitious financial and participation goals are important because it is through an increase in dollars that United Way is able to provide more services to more people. To establish a challenging goal for the campaign, review the results from last year's campaign and ask United Way for "Benchmark Goals" to help give you an idea of what is reasonable to expect. You can also create special incentives for employees who give a certain percentage increase more than last year or for employees who give for the first time.

4. MAKE A SCHEDULE: Publicize it, and stick to it. Let everyone know *ahead of time* what events and meetings are planned, when pledges are due, and when totals will be announced. People are more likely to turn in their pledge forms when the campaign doesn't drag on so long that the whole thing becomes a distant memory.

5. EMPHASIZE GIVING THROUGH PAYROLL DEDUCTIONS: Giving through payroll deductions is the easiest and most effective way for employees to make the biggest impact they can. Payroll deductions allow employees to give a certain amount each pay period, which is great for employees who cannot give a large donation at once, but can do a couple of dollars every period.

6. LET UNITED WAY HELP YOU: We are ready and excited to help you conduct your employee campaign in a number of ways. We can:

- Come and talk to your employees.
- Arrange for UW and agency representative to speak. (A great way to put a personal face to the partner agencies and hear firsthand how your company's donations are used.)
- Arrange for tours of our partner agencies for your employees.
- Respond to any questions, concerns, or comments that might arise among your employees.
- Provide agency and client success stories.

7. MOTIVATE EMPLOYEES: Whether or not we admit it, we all respond to incentives. Knowing that you are "doing good" is nice. Knowing that you are doing good AND having a chance to win an extra vacation day is even nicer. Check out Page 14 for ideas on how to motivate and reward your employees.

8. CONDUCT A LEADERSHIP CAMPAIGN: Leadership Giving allows employees to make a greater impact on the lives of people throughout Florence County and sets your organization apart as a leader in the community. Couples or individuals who give \$500 or more become Leadership Givers. There are five levels of leadership giving:

- Bronze: \$500-\$749
- Silver: \$750-\$999
- Gold: \$1,000-\$2,499

If your organization has a number of people who are prospective leadership givers, you may want to conduct a separate leadership campaign. We can help you with this. See Page 17 for more tips on conducting a leadership campaign.

9. THANK EVERYONE AND CELEBRATE YOUR SUCCESS: Never underestimate the importance of a “Thank You”. Send an email or letter out to all employees, regardless if they chose to give or not, thanking them for their efforts and letting everyone know the campaign results. You can also recognize employees or departments who did exceptionally well, and don’t forget to do a special thank you to your campaign committee for all their hard work.

10. START PROGRAMS FOR NEW HIRES AND RETIREES: Meet with your company’s personnel department to create a program for year-round solicitation of new employees and retirees. This will help prevent campaign losses due to employee turnover and allow new employees the opportunity to still participate in giving. Page 20 includes an example of a letter you can include in your new hire information packets.



CAMPAIGN CHECKLIST



United Way
of Florence County

BEFORE THE CAMPAIGN

- Attend the United Way's Employee Campaign Coordinator Training.
- Secure CEO and/or Senior Management support.
- Recruit your campaign team, assign roles and responsibilities, and hold planning meetings.
- Review last year's goals and establish new campaign goals such as dollar amount and participation percentage.
- Set a beginning and end date for your campaign. (We recommend a 1-2 week campaign).
- Schedule events and work with your UW representative on a time for them to come speak at your company.

DURING THE CAMPAIGN

- Send out emails from you and/or your CEO announcing the kick-off of the campaign and any additional campaign information.
- Hold campaign events, including a fun kick-off event and additional fundraising events throughout the campaign to incentivize your co-workers to give. (See Page 14-16 for fundraising event ideas)
- Distribute pledge cards or send out information about how to pledge online.
- Send email updates throughout the campaign including goal progress, event info, and/or links to the video.
- Offer incentives based on the timely return of pledge cards, participation, and/or specific giving levels. (See Page 16 for a list of possible incentives)
- Take pictures and video of your great events and send them to your United Way representative.

AFTER THE CAMPAIGN

- Send a reminder email that the campaign is concluding and pledge forms need to be submitted.
- Collect pledge forms and arrange for a drop-off with your United Way representative. Or, if it's an online campaign, coordinate wrap-up with your United Way representative.
- Thank employees with a celebration event, letter, email, etc. and announce campaign results.
- Thank your campaign team, leadership contributors, and other special groups.
- Gather feedback and let us know so we can improve our service to you.
- Congratulate yourself on a job well done!

ONGOING

- Set up a United Way giving reminder for new hires and retirees.
- Choose a new Employee Campaign Coordinator, set next year's kick-off date, and provide this information to your United Way representative.
- Attend the UWFC Annual Luncheon & Awards Celebration to celebrate your efforts and the

Activity	Target Date	Completion Date	Assigned To
1. Attend Coordinator Training on August 27th or meet with your United Way representative.			
2. Review United Way materials.			
3. Meet with your CEO/Senior Management and obtain support.			
4. Recruit campaign committee.			
5. Set your company's campaign goals.			
6. Develop campaign plan (dates, campaign methods, promotions, incentives, etc.).			
7. Assign roles and responsibilities to campaign committee.			
8. Schedule speakers/videos/agency tours.			
9. Plan Campaign Kick-Off (reserve meeting rooms, a/v, order food, door prizes).			
10. Send CEO endorsement letters/emails.			
11. Publicize campaign (hang posters/flyers, send emails).			
12. Conduct employee fundraisers.			
13. Send reminder emails about campaign ending.			
14. Collect pledge cards.			
15. Publicize final campaign results.			
16. Thank employees, volunteers, and campaign committee.			
17. Report results to United Way by November 18th (unless you hold your campaign at a later date).			
18. Set up a program for new hires and retirees.			

Recruit Your Campaign Team

Involve your Chief Executive Officer

- Ask him or her to endorse the campaign in a letter to all employees.
- Make sure he or she participates in employee campaign meetings to underscore your organization's support of the campaign and its importance to the community.
- Ask for campaign goal incentives such as days off, jeans day, etc.

Recruit a Committee

- Involve all the departments in your organization - look for team members who have experience with or a passion for United Way.

Get Out of the Office

- Get your committee excited about your campaign by taking them on an agency tour or signing up to volunteer for Day of Caring.

Review Giving History

Knowing the history, participation levels, and results of your workplace campaign is essential to developing a campaign plan.

- Talk to the United Way staff to learn more about your organization's campaign and how it compares to others in the same industry.
- Talk to the former Campaign Coordinator at your workplace. Find out what worked and what didn't for the employees. See if they have any suggestions to help increase results.
- Work with your CEO and senior management to set a campaign goal based on the number of employees you have and previous campaign performances.

Plan & Promote Your Campaign

Determine When, Where, and How Much

Keep your campaign short and fresh. Allow 1-2 weeks for solicitation and one week for follow-up. Set a monetary campaign goal for your organization to reach that's realistic, but still challenging.

Plan Publicity for Your Campaign

Utilize company newsletters, emails, and bulletin boards.

Consult Your Payroll Dept. about Deduction Policies

Plan to utilize the convenience of payroll deduction. Make sure employees can pledge a certain amount from their paychecks each period.

Choose your Approach & Utilize the Campaign Theme

Does your group like to have fun or are they more serious? When you select your fundraisers and activities, try to pick ones that will best match with your group's attitude. And don't forget to utilize the campaign theme. The company who has the most fun with the theme will win the Spirit Award at the Annual Luncheon and Awards Celebration.

Track Your Campaign Goals

One great way to motivate employees is to publicly track your campaign goals.

- Place United Way goal thermometers around your workplace - the lobby, break room, in front of the building, etc. Update the thermometer every day.
- Email goal updates to employees - this can be paired with "United Way Success Stories." (United Way can provide these for you.)
- Have the CEO or another member of management wear the same tie throughout the campaign - as you get closer to your goal, cut the tie accordingly until, hopefully, it disappears.

LIVE
GIVE
HELP

ADDITIONAL

TOOLS



VIDEO:

The United Way campaign video is a great foundation to promoting your campaign. It highlights the services our partner agencies provide.

SPEAKERS:

(Availability determined by COVID-19 guidelines) Agency representatives, United Way staff, and volunteers are all available to speak at your company. A 15-25 minute presentation with a United Way-affiliated speaker helps your employees understand the connection between their gift and the lives they impact through giving.

INCENTIVES:

Perk people's interest with food and the possibility to win a prize. Secure gift cards from local businesses as door prizes and enter anyone who turns in their pledge card at the meeting into the drawing. Ask your CEO for other possible incentives such as a day-off, a special parking space, a come-in-late card, jeans day, etc.

UNITED WAY FUNDED AGENCY TOURS:

(Availability determined by COVID-19 guidelines) If a picture is worth a thousand words, "being there" is worth at least a thousand pictures. An agency tour is the best way to educate your employees about United Way, and to get a firsthand look at services made possible by their investment. To arrange a tour, call the United Way office at 843-662-2407. At least a one to two week advance notice is needed.

LIVE GIVE HELP

LOCAL

United Way of Florence County



SAMPLE CEO LETTER



United Way
of Florence County

Dear Employees,

Every year (Your Company's Name) gives each of us the opportunity to participate in one of the best ways to make a difference in our community – our local United Way campaign. For 65 years now, the United Way of Florence County has been working hard to address critical needs in the community by financially supporting seventeen local non-profit agencies through their annual campaign. These agencies are providing a wide variety of services such as assisting children, supporting education, aiding in crisis situations, and helping families through difficult times. Many of these services would not be available without the United Way of Florence County and donors like you.

Here at (Your Company's Name) we all are very fortunate to have jobs that provide good benefits and the ability to meet our needs. Sadly, many of our neighbors are not so fortunate and lack many of the basics needs we might take for granted. Basic needs such as food on the table, a roof over our heads, a safe place for our children to go after school, access to healthcare, and even the ability to read and write. When you donate to the United Way of Florence County, your donation stays here in Florence County to help our neighbors, our co-workers, our friends, our family members, and anyone else who may be in need.

If you have not donated to United Way before, I strongly encourage you to give to this year's campaign. If you are someone who has supported the United Way before or for many years, I ask you to consider increasing your gift or giving Love Share (one hour pay per month) to provide even more help and services to those in need in Florence County.

At (Your Company's Name), we pride ourselves on caring about our community. That is why we support the United Way of Florence County. Not only is it the right thing to do, but it is the best way to change lives and make this a wonderful community to call home. Let us all come together and make a commitment to LIVE, GIVE, HELP LOCAL this year through our giving generosity.

Sincerely,
(Your CEO's Name)

When employees turn in their (completed) pledge form, they can be automatically eligible to participate in fun activities such as the ones listed below. (These can also be used as fundraisers.)

Horseshoe or Cornhole Tournament: Set up a bracket like the NCAA tournament and have employees compete against each other to win prizes.

Boss Cooks For You: Have a special breakfast/lunch at which the CEO and/or managers cook for employees who turned in their pledge form.

Balloon Pop: Employees choose a balloon to pop. Some balloons have prizes in them such as “Two-Hour Lunch” or “Go Home Early” passes.

Guess the Number of Marbles/M&Ms/Hershey Kisses in the Jar: Employees can turn in their guess when they turn in their pledge card. Extra guesses can go to employees who pledge more than last year or pledge for the first time.

Egg Baby– A single egg is given to each staff member who must treat the egg with care. They may choose to keep it all day long, or pass it to another coworker to babysit for \$2. If dropped, a \$5 hospital fee is applied.

Baby or Pet Picture Match– Invite employees to try their luck at matching baby or pet pictures with employees or management. Award the person with the most correct answers with a jeans day or other fun incentive. Charge per ballot.

Obstacle Course– Set up an obstacle course for executives to go through either on a tricycle or office chair. Let employees bet on the winners/teams.

Minute to Win It Games

Clothespin Activity– Glue a fun logo or picture on several clothespins and pin them on people. If you get pinned throughout the day, you must put \$1 into a jar.

Photo Scavenger Hunt– Have employees pay to play, break into teams and embark on a scavenger hunt around town (bonus points for UW Partner Agencies)

Pumpkin Carving/Decorating or Ornament Decorating Contest

Deck the Tree– Each employee secretly hangs an ornament that they feel represents them on a Christmas tree. Employees guess which ornament belongs to who. Employee with the most correct guesses wins a prize.

SAMPLE FUNDRAISERS



United Way
of Florence County

- **Parking Spot Raffle:** Reserve a few of the closest parking spots during the campaign and then “sell” or raffle them off to employees for a donation to the United Way.
- **Where In The World Is —-?:** Create a life-size cardboard person and use a cut-out picture of a staff member to put on the cardboard person. Employees can send this to anyone’s office with a note. \$1.00 buys you the opportunity to send the cut-out; \$2.00 will allow you to have it removed.
- **Treasure Hunt:** Have a treasure hunt and sell daily clues to a mystery location where a donated treasure is hiding. You can also cut up a treasure map and give employees different pieces for donations or achieving campaign goals. The first employee who discovers the location wins.
- **Scavenger Hunt:** Ask employees to form teams and look for items around the office beginning with the letters U-N-I-T-E-D W-A-Y. Teams would have to pay to play and prizes would be awarded to the teams who found all the items first.
- **United Way Trivia:** A United Agency is featured each day for a week in a well-traveled area. With the display, a question about the agency is posted. Employees who turn in ballots with the correct answers are entered in a drawing.
- **Inter-Company Competition:** Contact the ECC at another workplace and see if they are willing to engage in a little friendly competition for a good cause! If there are a disparate number of employees, you can use the average gift to determine the victor. Publicity and executive support are key to success. The winning company earns early dismissal or some other workplace-wide award. This can also be done within the departments of your workplace.
- **Clemson Tigers vs. Carolina Gamecocks:** Set up two large change containers—one for the Tigers and one for the Gamecocks. At the end of your campaign, whichever team has collected the most money wins a day in their honor. Fans and the CEO dress in team regalia.
- **Car Wash:** Hold a car wash and charge \$5 per car. For added fun, you can have the CEO and upper management volunteer as cleaners.
- **Basket Auction or Silent Auction:** Individual departments can create a themed basket or donate other prizes to be auctioned off over a lunch hour.
- **E-Bingo!:** Hold a company-wide Bingo game and sell cards for a small fee. Send emails throughout the week that list one or two Bingo numbers. The first person to get Bingo sends out an email to all other participants and wins a prize.
- **Puppy Love:** Have you ever heard that a lot of pets look like their owners? Test this theory by having employees pay for chances to try their luck at matching a pet picture to its correct owner. The employee with the most correct guesses wins.
- **Cutest Pet or Cutest Baby Contest:** Have employees submit pictures of their cute pet or baby. Charge a nominal fee to enter and vote. Overall winner can get a trophy and/or a prize.
- **Bake Sale:** Encourage employees to donate cookies, cakes, pies, and other baked goods. Set up a table in the break room and sell items to employees during lunch.
- **Pie in the Face/Dunk Tank:** Employees pay \$5 to throw a pie in the face of or dunk the manager or executive of their choice.

COMPLETING YOUR CAMPAIGN



United Way
of Florence County

Before you turn in your United Way campaign envelope and results, make sure you have everything included and filled out properly on your envelope by using the check list below.

Did You Remember To Include:

- ✓ Yellow Copy of the United Way Pledge Card (if your company uses it).
- ✓ Giving Recognition: If your company does not use our local pledge cards, please provide copies of your pledge cards or a spreadsheet of givers with names, amounts, and designations.

Did You Remember To Fill Out:

- ✓ CEO's name
- ✓ Company name & address
- ✓ Number of company employees
- ✓ Corporate pledge total (if applicable)
- ✓ Number of givers by cash/check, payroll deduction, and credit card
- ✓ Total yearly pledge by type of pledge
- ✓ Number of leadership givers
- ✓ Names and donation totals of leaderships givers
- ✓ Billing information (if applicable)
- ✓ Campaign Coordinator's name and contact number

Having all the information properly filled out on the envelope allows us to correctly recognize your company in newsletters and awards. Collecting the giving recognition list or copies of the yellow forms allows us to follow IRS procedures on gifts.

SAMPLE INCENTIVES

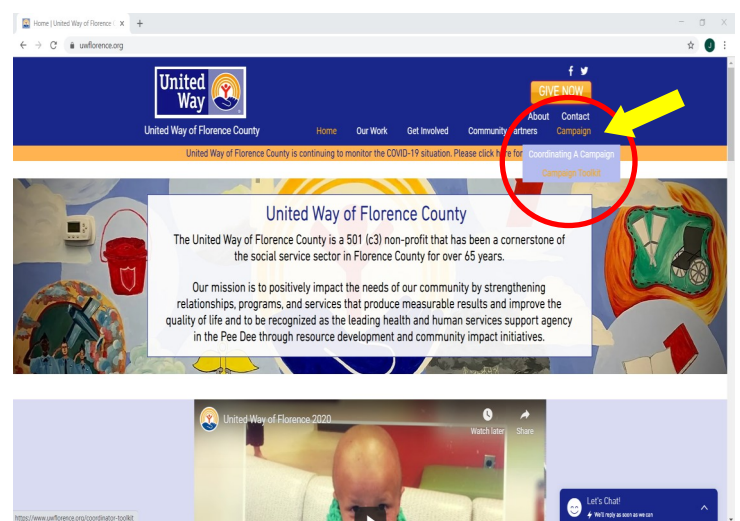
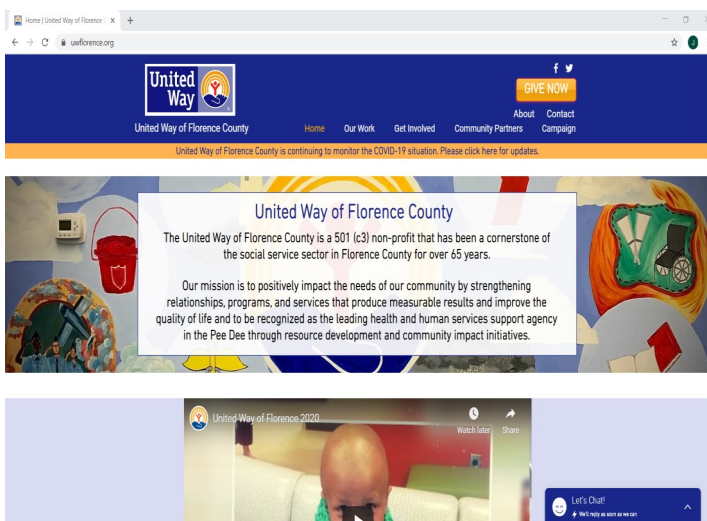


United Way
of Florence County

Many businesses in town are happy to contribute small prizes for your employees. You may also be able to get incentives or prizes through your employer.

- Extra long lunch break
- “Sleep-In” or “Leave Early” pass
- Pizza party or catered lunch
- Gift certificates/cards - restaurants, salons, gas, oil change, golf, etc.
- Gift bag
- Lottery tickets
- Tickets to an athletic event or concert
- Free night at local hotel or Bed & Breakfast
- Car rental
- One full or half vacation/personal day
- Spa day
- Prime parking spot for a week/month
- Casual dress for a week/month
- Movie tickets
- Anything else you can think of that would appeal to your employees

Check out our Campaign Toolkit at uwflorence.org for printable incentives.



Step 1: Go to www.uwflorence.org

**Step 2: Select “Campaign Toolkit”
Under the Campaign Tab**

SAMPLE

“THANK YOU”



**United Way
of Florence County**

Your co-workers made it happen - so give them credit.

Consider having a thank you event and send thank you messages whenever you can. Don't forget to hand write special notes to your committee.

Sample Thank You Message:

“Your gift to the United Way becomes part of a united effort to invest in our community. It is less about helping just one person, and more about changing systems that helps us all.

Your one gift stays right here in Florence County and helps more than just one person, one family, or one charity - it helps build a strong community for all of us.

Thank you for making a difference for so many!”

More Fun Thank You Ideas:

- Thank you treats: include a thank you note with treats like candy
- Casual days throughout the year
- Extra time on lunch breaks
- Movie tickets
- Executives wash cars or provide valet service
- T-Shirts, hats, or other apparel
- Drawings - to win days off or gift certificates
- Create a Prize Patrol to deliver special thank you's
- Thank you message from CEO
- Personal letters from Campaign Coordinator(s)
- Hold a Celebration Cookout or an Ice Cream Social with management/coordinators serving food and

What is Leadership Giving?

Leadership Giving is a program designed by the United Way to encourage and recognize donors who contribute \$500 or more annually to the campaign. For just \$10 or more a week, you can play a very significant role in changing lives and our community for the better. Leadership donations are recognized at the following levels:

<u>LEADERSHIP LEVELS</u>	
Bronze	\$500-749
Silver	\$750-999
Gold	\$1,000-2,499
Platinum	\$2,500-9,999

ALEXIS de TOCQUEVILLE SOCIETY
\$10,000 or more

HOW TO CONDUCT A LEADERSHIP GIVING CAMPAIGN

Ask your CEO to serve as the Leadership Giving Chair. He or she should also participate as a Leadership Giver.

Send personal invitations for the event from your CEO to the potential Leadership Givers. Create a meeting agenda that includes the following:

- ◇ CEO explains Leadership Giving (\$500 or more) and its benefits
- ◇ CEO gives a personal endorsement of the program
- ◇ United Way explains benefits to the community
- ◇ Agency Representative provides examples of their impact on the community
- ◇ CEO asks employees to consider giving at Leadership Level
- ◇ Combined gifts from spouses for Leadership is explained
- ◇ Any incentives for giving at Leadership Level is explained

Follow-up with those employees who were unable to attend the meeting. Report all Leadership results with appropriate documentation to the United Way.

LIVE GIVE HELP

YOUR DONATION



United Way of Florence County

A gift to United Way of Florence County allows you to help more people than a gift to a single non-profit can. The United Way is working to advance the common good by focusing on the needs in the education, health, financial stability, special needs, youth, and emergency services sectors. The United Way of Florence County is helping to create opportunities for a better life for all.



THE POWER OF A DOLLAR:

<p>\$1</p> <p>PER WEEK</p> <ul style="list-style-type: none"> Supplies \$4.77 towards medical services each week (Mercy Medicine Free Clinic) Provides 260 meals to families in need (Harvest Hope) 	<p>\$10</p> <p>PER WEEK</p> <ul style="list-style-type: none"> Supplies 52 coping skills bags to child abuse victims (CARE House of the Pee Dee) Supplies 250 home delivered meals to senior citizens through Meals on Wheels (Senior Citizen Association)
<p>\$3</p> <p>PER WEEK</p> <ul style="list-style-type: none"> Provides one month's shelter and meals for an individual to rebuild their life (The Salvation Army) Supplies educational materials for 3 adults (Florence Area Literacy Council) 	<p>\$15</p> <p>PER WEEK</p> <ul style="list-style-type: none"> Provides one month of housing for six families (Lighthouse Ministries) Installs one smoke alarm in a home to prevent fire fatalities (American Red Cross)
<p>\$5</p> <p>PER WEEK</p> <ul style="list-style-type: none"> Funds 3 lifesaving trips for a child battling cancer (Children's Cancer Partners) Registers five underserved Girl Scouts of sends a needy Boy Scout to camp (Boy & Girl Scouts) 	<p>\$20</p> <p>PER WEEK</p> <ul style="list-style-type: none"> An entire year of nutritional food for one family (The Chrysalis Center) A week of emergency safe shelter and services for an abused woman and her children (Pee Dee Coalition)

Together We Can Do Great Things In Our Community



LIVE GIVE HELP

Visit our website at www.uwflorence.org for more information about the following:

- How to donate online
- How to reach out for assistance
- Watch our campaign video
- Volunteer Opportunities



 admin@uwflorence.org

**United Way
of Florence County**

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