

EMPLOYEE CAMPAIGN COORDINATOR GUIDE



WHAT WE DO

Together, we can advance health, youth opportunity, financial security and strengthen overall community resiliency to build a future where everyone can reach their full potential in Dodge and Washington counties.

United Way is a global nonprofit that mobilizes communities to action so all can thrive. With deep local roots around the world, we see how our communities' greatest challenges are connected — and how we can bring people and resources together to address them.

That's why Fremont Area United Way is here, in our community, always listening and ready to respond. Working together with our neighbors, we're strengthening local resiliency and advancing health, youth opportunity, and financial security for all. United Way is mobilizing the community to action so all can thrive. Our four impact areas are:

YOUTH OPPORTUNITY

Ensuring that children and youth are ready for kindergarten, have success in school and graduate high school ready for college and career. This impact area covers children and youth from birth to age 21.

- Ensuring that children 0-5 have the supports they need to promote early development, and successful transition to kindergarten
- Provide literacy supports to ensure students learn to read by the end of third grade
- Provide learning and enrichment supports for students, especially those academically at-risk
- Supporting youth to effectively transition to college and career

FINANCIAL SECURITY

Helping individuals achieve financial stability and access opportunities to improve their economic well being.

- Help individuals and families secure safe affordable housing, reducing homelessness, providing pathways to home ownership
- Helping individuals and families lower costs by providing financial services, products and accessing benefit
- Helping individuals attain family-sustaining jobs that offer living wages, benefits and opportunities for advancement

HEALTHY COMMUNITY

Helping individuals and their families to live healthy lives.

- Ensuring access to healthcare services (physical, mental, dental, social services, etc.) and insurance to pay for them
- Improving access to healthy, nutritious food and physical activity
- Closing gaps and disparities in maternal health and child wellbeing
- Increasing access to safe, healthy spaces.

COMMUNITY RESILIENCY

Mobilizing stakeholders to help the community prepare for, withstand and recover from natural and man-made disasters, crises and challenges that no one entity can singularly accomplish.

- Ensuring that residents have access to resources to meet their short-term needs, including food, housing and water, immediately following disaster
- Activities that mitigate the long-term impact of disasters and help community residents rebuild
- Social cohesion - efforts that increase/restore social connectedness within the community, especially those experiencing conflict, violence and disengagement

We provide local employers, employees, and other donors a cost-effective system to address community needs while allowing other local agencies and programs to concentrate more on serving and less on fundraising. FAUW gives people a trustworthy place to donate funds, knowing that their dollars will go to meet the greatest areas of need in the community and money raised locally stays in the community.

RUNNING YOUR CAMPAIGN

Our workplace campaigns bring people together to solve some of our community's most complex challenges through fundraising, advocating, and volunteering – all while raising workplace morale.

5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN



1. ENERGIZE

Recruit a strong team to lead your Fremont Area United Way campaign.



2. INSPIRE

Share the Fremont Area United Way story with all employees.



3. ENGAGE

Connect employees to our work and show them how they can ensure a better future for their community.



4. ASK

Ask everyone to give.



5. THANK

Thank everyone for giving.

ENERGIZE – Prior to Kickoff



SET A GOAL

Develop a campaign strategy that fits your company's size and culture, engaging everyone at all levels and across all departments.

- Consider prior year results, number of employees and current business climate.
- People like to see results! Showcase dollars raised in real time throughout the campaign.



RECRUIT YOUR TEAM

Before your kickoff, build a diverse team from all departments to help plan and track events throughout your company campaign. Divide duties:

- Communications
- Presentations
- Events



INVOLVE YOUR CEO

Your CEO can help champion the work and ensure a successful campaign. With your CEO:

- Establish a campaign timeline and budget.
- Confirm your company's corporate gift.
- Kick off the campaign with a company-wide email (drafts available) from the CEO and have them make the first pledge.
- Host company-wide rallies and presentations with CEO appearances.
- Offer payroll deduction if this is not already an option.

INSPIRE



HOST A CAMPAIGN KICKOFF

- Employee meetings or rallies are the most effective way to reach all employees and encourage them to invest in Fremont Area United Way. Rallies can take as little as 10 minutes.
- Distribute brochures and pledge cards as employees arrive.
- Ask a colleague who has benefited from a Fremont Area United Way program to share their experience.
- Ask your CEO to attend and publicly endorse the campaign.
- Show Fremont Area United Way video that demonstrates how the organization changes lives.
- Keep the meeting lively, informative, and fun.
- Make the ask!
- Follow up with employees who were not able to attend.



USE YOUR TOOLS

We have created several assets to communicate the value of Fremont Area United Way's work in our online Campaign Central at <https://www.fremontunitedway.org/campaign-central> including:

- Campaign Video
- Brochures
- Pledge Cards
- Direct Services Information
- Fact Sheet

ENGAGE



EDUCATE COLLEAGUES

As the ambassador for Fremont Area United Way, you can help your colleagues understand the value of their gift. Use the following tips to share our work:

- Use employee publications, website, announcements, bulletin boards, email, letters, newsletters, paycheck stuffers and social media to spread the Fremont Area United Way message.
- Encourage colleagues to follow Fremont Area United Way on Facebook, and Instagram to stay updated.



INCREASE GIVING (LEADERSHIP GIVING)

Identify colleagues giving \$500 or more. There are several strategies to enhance their giving experiences.

- Hold a raffle for those who increase their gifts by a set percentage or dollar amount
- Set an average gift goal for your company and incorporate an incentive.
- Hold a special leadership recognition/celebration event.
- Include names of leadership donors on the intranet/ newsletter/etc. (with their permission).



INCENTIVIZE GIVING

There are several ways to energize your campaign and increase participation:

- Set participation rate as a company goal.
- Hold a raffle for everyone who donates (prime parking spots, days off, gift cards, etc.).
- Hold competitions between stores/branches/locations/ departments based on participation rate.
- Offer a casual dress day to everyone who donates.
- Offer an opportunity to win Fremont Area United Way swag.
- Host a wrap-up party and thank everyone who participated.



ASK EVERY ONE TO GIVE

The No. 1 reason people do not give is because they are not asked! Please ask everyone. Fremont Area United Way believes that giving is a personal decision. Make sure everyone has the opportunity to give by supplying information about how Fremont Area United Way impacts lives and how each contribution drives our mission forward.

Start at the top – ask company leadership to set the example by making their contributions early. Remember to include off-site and remote employees and highlight corporate support, especially if your company has a program in place that matches employee donations. You can make the ask:

- Personally
- At campaign events
- At staff meetings
- At leadership events
- Via email and social media

WAYS TO GIVE

- Payroll deduction (the easiest way to give)
- Cash/check
- Direct billing
- Online giving

THANK YOU!



MONITOR YOUR CAMPAIGN AND REPORT RESULTS

It is critical to follow up with employees and report results:

- Ensure that your campaign team had the opportunity to speak with all employees.
 - Keep regular totals and give progress reports to your CEO, team, organization, and your Fremont Area United Way staff contact.
 - Publicize campaign results throughout the organization.
 - Track contributions by asking all employees to return pledge cards to you (even if they do not make a gift).
 - Make sure that pledge cards are filled out and signed and the total amounts are accurate.
 - Give completed report envelopes, including signed pledge forms, to your Fremont Area United Way staff contact.



SAY THANK YOU!

It is just as important to officially close the campaign and thank people as it is to begin the campaign.

- Thank employees for their participation, time, and support individually through a CEO recognition letter.
- Recognize your team and others who volunteered their time.
- Publicize your results via email, voicemail, intranet, newsletters, social media, etc.
- Celebrate your success!

FUNDRAISING IDEAS

All you can eat Potato Bar – You will want to have baked potatoes with all the fixin's. Chili, sour cream, shredded cheese, butter, steamed broccoli, melted cheese, chives, bacon bits, sautéed onions, sautéed mushrooms, hot peppers, ham, and spices... The possibilities are endless.

Bake Sales – Ask employees to bring their favorite cakes, cookies or breads. Even a small office can raise a lot of money with minimal effort. Sell per item or by the dozen.

Balloon Pop – Place gift cards or small prizes inside balloons and sell raffle tickets to get a chance to pop the \$5, \$10, \$20, \$50 etc. balloon at your campaign wrap up celebration.

Baskets for Auction – Gather your department and create themed baskets for a raffle. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Activities for the Kids, Movie Night, etc.

Bowling Tournament – Set up a bowling alley in a hallway using bottled water and a ball. Charge participants to enter. Participants can get pledges for the number of pins knocked over.

Come to work late/leave early pass -for employee who donates a certain amount, they get a pass or entered into a raffle for one of these.

Competition between Companies – Do you have a vendor or a competitor that also runs a workplace giving campaign with United Way? Consider doing a friendly competition between companies. Most raised? Most participation? The winning company has to provide the other company with a prize (i.e.: hosted lunch, tickets to a sporting event, etc.).

Executive Auction – Get the executive staff to donate half a day to the campaign. Then auction each executive off to employees. The executive must take over the employee's job for that half day.

Flamingo Insurance – Company purchases 20 inexpensive flamingos (stuffed, on a stand, etc.). Employees can purchase Flamingo Insurance from HR for \$5 to insure that no flamingos can enter their office or cubicle. Employees pay \$5 to send a flamingo to an office or cubicle that does not have a Flamingo Insurance sign provided by HR. If you receive a flamingo in your office, you can pay \$2 to send it away.

Hallway Golf – Form teams, get creative, and create golf holes throughout your office floors. Incorporate United Way's mission, by conducting a food or book drive and use the raised items to create the holes. Employees pay to participate in the golf.

Leadership Lunch – During the campaign, encourage participation amongst employees. The department with the highest participant gets to attend a lunch or dinner hosted by all senior leadership. Lunch can also be for those that are Leadership Giving - \$500 and up

Mobile Food Sales – Host a coffee cart, taco truck, ice cream bar. Sales of all items come to United Way.

Pancake & Waffle Breakfast – Host a pancake or waffle breakfast for employees. Charge employees for the ticket. Encourage leadership to serve food at the breakfast as a way to show their support for the campaign

Parking Spot –offer a raffle for a free parking spot – the best one or the closest one to the building for that matter.

Point System Competition – During the campaign develop a point system to encourage participation and a friendly-competition between departments. For example:

- 1-point for contributing to food drive during campaign
- 2-points for attending a campaign event (i.e.: kick-off, meeting, etc.)
- 3-points for volunteering during the campaign
- 4-points for giving to the campaign
- 5-points for increasing gift from last year

FREQUENTLY ASKED QUESTIONS

This guide is designed to help you answer frequently asked questions about giving to Fremont Area United Way. Questions and concerns are a natural part of the process. Remember to address all concerns. If you encounter any questions that you cannot answer, please contact your Fremont Area United Way staff member.

Why should I give to United Way?

Fremont Area United Way strives to improve the community by assessing the root causes of some of our communities most difficult issues and develops partnerships to drive initiatives and policy for measurable change. Fremont Area United Way provides us the opportunity to make a powerful impact in our community. Through a network of donors and volunteers, Fremont Area United Way provides services to Dodge and Washington counties.

Where does my contribution go?

When you give to Fremont Area United Way your contribution is providing for 1 in 5 community members to access resources supported by United Way. FAUW provides funding to 11 local non-profits with programs focused on health, education, financial stability and basic needs. Your gift also supports Community Impact Projects: Rent and Utilities Assistance Program, Food Packaging for the Backpack Program, Summer Lunch Program and the Dolly Parton Imagination Library. When you give to Fremont Area United Way you can be assured your gift is going to support your neighbor, your co-worker, your family, your friends, your community.

I would like to help, but just can't afford it.

Every gift, no matter the size, is significant. A payroll deduction pledge allows you to make a generous contribution in manageable portions each pay period. The impact of your contribution is magnified exponentially when combined with the contributions of your co-workers, friends, and neighbors.

I pay my own way. I am not going to use these services, so why should I support them?

We believe that when all members of our community have access to the tools they need to survive and thrive, we all benefit. Maybe you have never needed help, but statistics show that you or a member of your family probably have or will rely on Fremont Area United Way or one of our community partners at some point in your lives. Giving to Fremont Area United Way ensures that there is a place to turn in times of need – whenever that might be!

Can I designate where my contribution goes?

Yes, you have the option to select which program or programs you would like your support to be designated towards.

Sample Email

Campaign Kickoff Email

Hello Team,

We are excited to announce today marks the start of our Fremont Area United Way Employee Giving Campaign! We are excited to continue [COMPANY NAME]'s proud tradition of giving back to the community through Fremont Area United Way.

From [BEGINNING DATE] to [ENDING DATE], you will have the opportunity to learn what Fremont Area United Way is doing to help the community and how you can make an impact. We will be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community when we each give what we can.

Last year, we raised [\$XX, XXX] through our campaign and XX% of employees participated – **THANK YOU!** This year, we expect to reach a goal of [\$XX, XXX or XX% participation] and make a positive impact in our community. Beginning [DATE], you will have the opportunity to give [include details of how people can make a gift through their pledge form/online site].

Please join me in supporting Fremont Area United Way which provides direct support to 11 partner agencies and direct programs which provide services in the areas of Education, Financial Stability, Health and Basic Needs for our community. Thank you for your compassion about others in our community and doing your part to make our community healthy, stable, and strong!

Let's have a great campaign!

[Name and Title]

Sample CEO letter of Endorsement

Dear [Name] OR [Colleagues],

As we launch our United Way campaign, I ask you to please join me in supporting Fremont Area United Way. This year's campaign will kick off at [COMPANY'S NAME] on [DATE]. [COORDINATOR'S NAME or CAMPAIGN COMMITTEE] has been chosen as our Campaign Coordinator(s) and has added new and exciting ideas to make this campaign the most successful yet. Fremont Area United Way has the full support and commitment of [COMPANY NAME], as Fremont Area United Way makes sure your gift to programs stay in our community, making the greatest impact possible for your dollar.

However, they cannot do it without you. Your generous support for Fremont Area United Way will ensure children and youth achieve their potential through education, it will help families become financially stable and independent, and it will improve our community's health and well-being.

If you have given to Fremont Area United Way in the past, thank you! This year, please consider increasing your gift by 50% a paycheck (for example, stepping up from \$10 to \$15). If you have never given before, now is the time to do so because – through your Fremont Area United Way gift – you will help community members access services in Education, Financial Stability, Health and Basic Needs.

Together, we have the joy and privilege of making our community a better place for all, neighbor helping neighbor. [Company Name], and I personally support Fremont Area United Way. I hope you will, too.

Sincerely,

[Name of Senior Leadership at the Company]

Sample Mid-Way Campaign Letter

Hello Team,

We have reached the mid-point of the [COMPANY NAME] campaign for United Way and have reached XX% of our \$XX goal [or are X participants short of meeting our participation goal of XX%]! Thank you to everyone who has been able to make an investment in our community so far.

If you have given already, THANK YOU! Your gift will help create a better future for our community members in need.

If you have not made a gift yet, please consider getting involved. A gift to Fremont Area United Way benefits the education, financial stability, health and basic needs of our community and will go to support 11 partner agencies offering programs impacting change.

You can make a gift by [INSERT INSTRUCTIONS ON HOW TO GIVE & INCLUDE DEADLINES].

Success is the work of many, but it starts with you, one person who cares. We hope that you will consider giving generously to Fremont Area United Way.

Sincerely,

[Name and Title]

Sample Final Reminder Letter

Hello Team,

As the United Way Campaign comes to a close, I wanted to send out one last message to encourage you to get involved. If you have already donated, **THANK YOU!** Your commitment to improving our community sends the message that [COMPANY NAME] is a company that cares. We are grateful for you and your contribution.

If you are still thinking about it – please keep this in mind:

Every dollar you can give really does impact our community, even the smallest contribution can make a difference. Every additional person that chooses to contribute to the campaign helps address critical needs in our community, like services for abused and neglected children, families find shelter and food security, provide access and advocacy to healthy lifestyle choices including mental health services, and allows families to gain financial independence.

Thanks to the generosity of people like you, Fremont Area United Way is impacting our community for the better. **Please help us finish our campaign strong by making a contribution today!**

Thank you for everything you do!

[Name and Title]

Sample CEO Thank You Letter

Dear [NAME],

Thank you for your support of [COMPANY NAME]'s campaign for Fremont Area United Way. Together, over [\$XX,XXX] for our community and over [XX%] of employees participated in the campaign, surpassing our goal of [\$DOLLAR GOAL or XX%] – and it's because you made the decision to help. Our community needs people who feel passionately about others and are committed to improving lives of all within the community. Thank you for your commitment to our community and for your generous donation.

Your generosity and community investment are why [COMPANY NAME] continues to stand out as a leader in our community. Thank you for proving that one person can make a big impact.

Sincerely,

[CEO]

Contact Information

