



Employee Campaign Coordinator Guide

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***Thank you....
and congratulations for accepting the opportunity
of coordinating your organization’s
United Way campaign!***

Your selection speaks highly of your leadership, of the respect your co-workers have for you, and of the management’s support for United Way. You are the vital link between United Way and your company’s campaign. Your creativity, enthusiasm and caring will be essential to your campaign’s overall success.

The results of your work will help thousands of people in our community. One in every four people in our community, your neighbors, your friends, and your family, use the services of United Way agencies each year. With your help, United Way is working to build a stronger community.

This handbook is designed especially for Company Campaign Coordinators. It will help you understand how United Way works, simplify the solicitation process and inspire you to run the best United Way campaign ever! Additionally, United Way staff, and campaign volunteers are available to work closely with you every step of the way. Please do not hesitate to call.

Thank you for the commitment and dedication to our community you have shown through your support of United Way.

Good luck with your campaign!

Your Role as Campaign Coordinator

You provide leadership, direction and enthusiasm for your organization's campaign. You help your coworkers understand the importance of their contribution, ensuring they have information and campaign materials, and that they are given an opportunity to contribute and be recognized for their contribution.

Benefits of Conducting a United Way Campaign

For Your Organization:

- ***Morale and teamwork*** – By involving your employees in working toward a common goal, United Way campaigns help morale and build teamwork that can translate into enhanced performance at the workplace.
- ***Consolidating charitable giving*** – With the United Way's single campaign, your organization and its employees can respond to a range of community issues and support a variety of local nonprofit organizations at the same time, with one pledge!

For Your Employees:

- ***Feeling good on the job*** – United Way helps address the needs of many of your employees whether it's through a day care program or through information and referral that links people with the help they need. Plus, by responding to the needs of others through United Way, your employees can feel good about having helped someone else in need.
- ***Convenience of payroll deduction*** – By using the payroll deduction program, employees can spread out their pledge payment over the course of a year. It's the easiest and most convenient way to make a difference in our community.

For Our Neighbors in Need:

- ***Supporting local services*** – With their one gift to United Way, your employees support a network of 30 of the most effective and efficient health and human service programs in our community.

Your Action Plan

This guide will take you through the ten easy steps of conducting your workplace campaign:

1. Get to Know Your United Way
2. Enlist Management Support
3. Form an Employee Campaign Committee
4. Enlist Labor Support
5. Analyze Past Results and Set Goals for This Year's Campaign
6. Plan and Implement an Educational and Fun Campaign
7. Conduct a Leadership Giving Program
8. Say "Thank You"
9. Report Results Promptly
10. Start a New Hires Program

Step 1 – Get to Know United Way

What is United Way?

The United Way of Mercer County strives to improve lives by mobilizing the caring power of our local communities. Our caring hand reaches all across Mercer County, helping the lives of anyone who is in need. 100% of donations stay local, so our long list of partner agencies helps

Mercer County residents from the young to the elderly. Programs like our Success By 6™ help the early development of children so they can come to school ready to succeed.

United Way is giving that does the most good.

When you invest in United Way, you invest in our community through United Way, your contribution is combined with thousands of others, magnifying and multiplying the power of your gift. There is no single gift that provides as many health and human services, right here in our community, as your gift to the United Way of Mercer County.

United Way is effective.

United Way changes lives for the better. When you invest in United Way, you invest in people who really need help. You help make families strong. You feed the hungry. You help children grow and develop to their full potential. You're there when women and children need a safe haven from domestic violence. You help people get the skills they need to be independent. And, in times of disaster, you ensure that emergency services are there to help people rebuild their lives.

United Way is efficient.

The annual campaign provides funds for many programs for our local human service partner agencies, as well as community impact initiatives such as the Success By 6™ initiative that meet the critical needs throughout the community. One in four people in our community directly benefits from your investment. And 100% of your contribution stays right here in our community.

United Way is local.

United Way is a community investment that works. When you support the United Way of Mercer County, your dollars are invested right back into our community. Local volunteers run United Way. These dedicated volunteers, committed to our community, are involved in all aspects of the fundraising and community investment process.

United Way is convenient.

A United Way workplace campaign makes contributing easy. By being offered payroll deduction, employees are able to spread their contribution out over the course of a year.

United Way is accountable.

United Way volunteers invest your contribution where it will do the most good. They identify local needs, and establish strategies for meeting those needs. These volunteers monitor the services and programs provided by local agencies for effectiveness and efficiency. You can rely on their expertise to ensure that you are helping people who really need help. Your contribution is invested where it is needed most.

Step 2 – Enlist Management Support

According to employee coordinators of some of the most successfully run United Way Campaigns, commitment from the top makes a big difference in the outcome of the overall campaign.

Your CEO, business owner, executive director and other top executives have already made the first step toward building a better community by agreeing to run a campaign. Be sure to emphasize and reinforce their support of United Way throughout your campaign.

Ask your CEO to:

- ✓ Visibly support the campaign.
- ✓ Approve and support the campaign goal.

- ✓ Write a letter of endorsement, which can be distributed to all employees or published in the company newsletter.
- ✓ Enlist senior executives to support the campaign.
- ✓ Support Leadership Giving.
- ✓ Appear at kickoff, group meetings and special events to make personal endorsements.
- ✓ Send thank you letters to each employee. (For sample letter see Step #8.)

Sample CEO Campaign Endorsement Letter

Dear (*Employee's Name*):

At (*Organization's name*) we care about the community where we live and work. This means commitment to being a good neighbor and caring about each other, particularly in times of need.

This year, we have the opportunity to demonstrate our community spirit and leadership through the United Way of Mercer County's annual fund-raising campaign. Management wholeheartedly endorses this once-a-year effort and the support it offers to many local health and human service agencies and community impact initiatives. The vital services provided by these non-profit United Way agencies, help not only the individuals in our community who are disadvantaged or challenged, but all families who face unexpected problems or require professional help to meet basic human needs.

United Way is unique in the sense that a broad cross section of local volunteers-citizens from our community – decide how contributions will be used as effectively and efficiently as possible for the benefit of the entire community. Giving to United Way is giving that does the most good.

Our company's contributions of time and money help to make it possible.

I am very proud of the past support our company's employees have given to United Way. Now it's time to make our commitment for this year's campaign.

Our employee campaign will be led by (*name of Employee Campaign Coordinator*) and is scheduled to kick-off on (*date*). Please remember that your financial contribution is greatly needed in our community, and your thoughtful consideration of making either a first-time pledge or increasing your gift is much appreciated.

Thank you for being a part of the solution and investing in our community through United Way. Your support is making a difference in the lives of many people, and helping to build a more caring community for all of us.

Sincerely,

(*Signature of CEO*)

Step 3 – Form an Employee Campaign Committee

Running a United Way campaign is a lot easier and more fun when you have an enthusiastic committee. When recruiting a committee, include people who are enthusiastic and have good relationships with their co-workers.

Seek the support you need from every department and every level within your organization, including...

- Management
- Organized Labor (If Applicable)
- Communications/Public Relations
- Human Resources
- Payroll/Accounting
- Employees who Volunteer in the Community
- People on Last Year's Committee
- Building Operations
- Retirees

Try to recruit one campaigner for every 10 to 15 employees. The more people involved in the campaign, the more successful it will be. Recruiting employees who are willing to ask co-workers for their pledge is a critical part of a successful campaign.

Educate your committee about United Way and the committee's very important role in the campaign. Ensure that committee members can effectively answer questions, conduct solicitations, and follow-up with employees.

Seek the team's input in creating goals and strategies. This will give them a sense of ownership and encourage them to participate.

Arrange for your committee to visit one or more affiliated agencies so they can see United Way at work in the community, or participate in the annual United Way Day of Caring.

Research shows that the #1 reason why people don't support a cause is because nobody asked them.

Step 4 – Enlist Labor Support

Action Steps for Companies with Union Employees:

- ✓ Ask your organization's labor leader to send a letter asking employees to support the campaign.
- ✓ Ask your Labor Representative to help or your campaign committee.
- ✓ United Way's staff can help to arrange for speakers and materials appropriate for your campaign.

Sample Union Endorsement Letter

Dear Brothers and Sisters:

The labor movement and the United Way of Mercer County have much in common. Both exist to help people. Both have the support of working men and women throughout the country. Most importantly, both believe that every individual should be treated with dignity and respect.

Our community faces many social problems that can affect, and in many cases, have already affected, each of us. Typically, the labor movement's primary concern is for its members, but this concern should also include society and our community at large – of which we are also important members. Your support of United Way funded agencies makes it possible to help abused and neglected children, families in crisis, aging seniors, individuals who have physical and mental disabilities, and many more.

With the help of organized labor and your commitment, United Way's partner agencies will be able to continue to serve these members of our community, and those who need help in the future. This year, when you give to United Way, I urge you to be generous. I am confident that with your caring support, this year's campaign will be a great success and that the United Way of Mercer County can continue its tradition of helping members, our families and our community.

Sincerely,

(Signature of Labor Leader/Liaison)

Step 5 – Analyze Past Results and Set Goals for This Year's Campaign

Your organization has the potential to run the best United Way campaign ever! To ensure campaign success, and achieve continuous improvement, first meet with your United Way representative to review prior results and plan for this year's campaign. Analyze your organization's previous campaigns to assess strengths and weaknesses.

An increase in the dollars your organization raises results in an increase in United Way services provided to Mercer County residents. Setting goals will help raise awareness and increase giving levels within your organization. The goals you set should be challenging, realistic, and measurable.

Goal Setting Worksheet

Based on last year's campaign results:

_____ Number of Employees Last Year
_____ Average Gift
_____ % Employee Participation
_____ Total Employee Gift
_____ % Increase from Previous Year
_____ # of Leadership Givers (Annual Gift of \$1,000 or More)

If we increase the average gift to \$ _____ while keeping the number of donors the same, we would raise \$ _____.

If we increase the number of donors to _____ while keeping the average gift the same, we would raise \$ _____.

If we increase the average gift to \$ _____ and we increase the number of donors to _____, we would raise \$ _____.

Tips

If the average gift amount is low:

Encourage more employees to give through payroll deduction. (Statistics show that payroll gifts are seven times larger than cash donations.)

Encourage current donors to increase their pledge amount.

If the participation has been low:

Increase emphasis on recruiting new donors.

This year's goal recommendations:

_____ Estimated Number of Employees
_____ Average Gift
_____ % Employee Participation
_____ Total Employee Gift (Excluding Special Events)
_____ % Increase
_____ # of Leadership Givers (Annual Gift of \$1,000 or More)

Step 6 – Plan and Implement an Educational and Fun Campaign

Create a Campaign Timeline:

Keep it short and sweet...don't drag out your campaign. Build momentum quickly, make the "ask" and wrap it up. Your actual campaign should last about one week, with an additional week or two of pre-campaign promotions, and a week afterwards to say "Thank You" and report results.

Educate Employees

When employees are informed of all the good things United Way accomplishes in our community, they will better understand the importance of giving.

Just as stockholders expect up-to-date reports on company performance, potential donors need information about the benefits of investing in United Way. During your campaign, be sure to educate donors about how their investment in the United Way pays off.

Publicize Your Campaign and Goals:

One of the key ingredients to a successful campaign is promotion. Take advantage of every opportunity to promote your organization's campaign in order to build the spirit of giving and create an enthusiastic atmosphere.

- ✓ Hold a kickoff event to create awareness and increase employee participation.
- ✓ Provide agency tours that give a first-hand look at where contributions go as well as who is being helped. (Call United Way to schedule.)
- ✓ Publicize your campaign with posters, through your newsletter, e-mail, voicemail, employee events, flyers, etc.
- ✓ Hold brown bag lunches featuring agency speakers.

Promotional Resources

United Way of Mercer County has a variety of materials available to help you run a successful campaign:

- Brochures
- Posters
- Campaign DVD
- Goal Thermometers
- Pledge Cards
- Pins
- Thank You Cards
- "LIVE UNITED" T-Shirts
- Agency Tours

Plus, the United Way of America catalog includes hundreds of promotional items such as: pins, balloons, cups, visors, t-shirts, bags, awards and other items that you can purchase to help promote your campaign or use as incentives. You can find these items online at: www.unitedwaystore.com.

Decide How to Ask for the Gift:

The most important element of your campaign is asking employees to give to the United Way. Even the most exciting, well-planned campaign will not be successful unless employees are given an opportunity to make a meaningful contribution. Try to create an environment that will foster both increased giving and first-time gifts.

There are three different approaches you can take to ask for United Way pledges: the group method; the one-on-one method, or a combination of these methods. Over the years, most Campaign Coordinators have found the combination method to be the most effective.

20 Minute Group Presentation

Group presentations provide a quick, efficient approach, develop team spirit, and require less follow-up time. This is a highly successful way to ask for pledges, and one you can easily adapt to your organization. After an informational presentation, employees are asked to complete and return their pledge card before leaving the meeting. Remember to...

- ✓ Give a United Way brochure and pledge card to each employee.
- ✓ Have pens or pencils available for filling out pledge cards.
- ✓ Make sure the DVD player works!
- ✓ Ask your CEO to give opening remarks.
- ✓ Arrange for agency speakers.
- ✓ Collect pledge forms at the end of the meeting.
- ✓ Follow up on pledge forms not returned.
- ✓ Plan a follow-up personal solicitation for those who missed the presentation.
- ✓ Say "Thank You".

Sample Presentation Agenda		
Welcome and Introduction of CEO	Campaign Coordinator	1 minute
Welcome and Campaign Endorsement	CEO	3 minutes
Show the Campaign DVD	Campaign Coordinator	9 minutes
The Need	Agency Speaker	5 minutes
Questions, Instructions, Thank You	Campaign Coordinator	2 minutes
Total Time		20 minutes

One-On-One Presentation

Meeting with each employee on an individual basis is also effective. Remember, people don't give to people, people give to causes. This allows for more tailored, personal approach to each potential donor. Training and educating Volunteer Solicitors so they are comfortable with the information they are sharing with their colleagues is essential to the success of this solicitation method.

Solicitor's Steps to Success

- Step 1 Know Your United Way**
 - ✓ Attend training.
 - ✓ Tour a United Way agency.
 - ✓ Participate in Day of Caring.

- Step 2 Prepare for Your Appointments**
 - ✓ Schedule a convenient time to meet privately.
 - ✓ Make sure you have a pledge card and brochure for each person you will be meeting with.

- Step 3 Meet with Each Person Face-to-Face and Ask for Their Support**
 - ✓ Make a positive, friendly introduction and develop rapport.
 - ✓ Check their level of United Way awareness.
 - ✓ Review the list of programs and services in the United Way brochure. Think about the employee's interests and find a connection with one or more of the agencies listed.
 - ✓ Ask open-ended questions, listen and address donor concerns with facts.
 - ✓ If you are unsure of an answer to a question, get the answer and follow-up quickly.
 - ✓ Ask for the pledge. Encourage payroll deduction.
 - ✓ Follow up on pledge forms not returned.
 - ✓ Say "Thank You".

Regardless of whether you are using a group presentation or asking one-on-one, the objective is the same – you are trying to encourage people who are currently giving to give more, and encourage those who are not current contributors to give for the first time.

Include Retirees in Your Campaign

Many retirees would like to continue their relationship with their companies, and retirees can greatly enhance your campaign's success.

Many people are still very interested in supporting the United Way of Mercer County during their retirement. We encourage every organization to solicit help from their retirees.

Following are key elements of a successful retiree campaign:

- ✓ Identify who is the best to serve as a Retiree Campaign Chair. The president of your retiree organization, or a recent retiree supported by a retiree committee are good choices.
- ✓ Give retirees an active role in planning and implementing the retiree campaign.
- ✓ Create a solicitation letter to be used as the primary method of solicitation. (See sample below.)
- ✓ Personalize letters as much as possible and have them signed by your CEO or a fellow retiree.
- ✓ Have retiree committee members follow up letters with phone calls, if necessary.
- ✓ In communication and newsletters to retirees, highlight partner agencies topics and programs that meet the needs of seniors.

Sample Retiree Endorsement Letter

Dear (Retiree's Name):

Each of us wants to live in a healthy and positive social environment. Each of us, likewise, is aware of problems in our society that affect those who we care about. As one of our retired employees, we would like to extend to you the opportunity to make a difference in our community – through a contribution to the United Way of Mercer County.

United Way, through its affiliated agencies, provides a network of services available to all of us, and it offers an effective and efficient way to give something back to our community. More importantly, United Way is about people. By contributing to United Way, we are given opportunity to improve the quality of life for every member of our community.

Your contribution to our company's continuing fundraising efforts for United Way makes it possible to help abused and neglected children, families in crisis, aging seniors, individuals who are physically or mentally challenged, and many more. By investing in United Way, you are helping to build a more caring community for all of us.

Thank you,

(Signature of CEO)

Frequently Asked Questions

The 10 Questions that People Ask Most

1. What is United Way?

The United Way of Mercer County is a local, non-profit organization that invests donor contributions to many programs for our local human service affiliated agencies and community impact initiatives such as Success By 6™. United Way strives to improve the lives of people in need throughout our community. United Way of Mercer County is governed by a local volunteer board of directors to ensure the organization is run efficiently and effectively.

2. Why should I give to United Way?

When you give to the United Way of Mercer County you are advancing the common good. You help kids, families, seniors, people with disabilities and more. In no other way can you support such a wide variety of worthwhile causes with a single contribution. Plus, with the case of payroll deduction, you can help improve the quality of life in our community without the financial challenge of a one-time donation.

3. Why should I give to United Way instead of directly to an agency?

There are several reasons why supporting United Way is the best way to help the most people in our community. These reasons include:

- Community volunteers carefully review each United Way funded program on an annual basis. Their oversight ensures agencies adhere to sound fiscal policies and that your contribution is invested in programs that do the most good.
- Giving through United Way reduces costly and time-consuming fund-raising efforts for the agencies providing programs, which allows them to better spend their time helping people who really need help.

- United Way affiliated agencies provide a network of health and human services to meet a wide range of community needs and find solutions for issues that affect us all.

4. Is the United Way a national or local organization?

United Way of Mercer County is a local, autonomous organization. Like the more than 1,400 United Ways across the country, we are directed by a board of local volunteers so that the most critical issues in our community can be addressed. Our United Way pays nominal dues to United Way of America in exchange for important cost-saving services such as staff training, community research information, campaign products, national advertising and ongoing consultation.

5. How much of my contribution stays in my community?

100% of your contribution stays in the community. And, because United Way is a volunteer-driven organization, administrative costs are low, with the greatest part of each dollar going directly to help people in need in our community.

6. Who decides how my contribution is invested?

Trained, knowledgeable community volunteers carefully invest United Way contributions in local programs. This group of dedicated volunteers range from community volunteers to business leaders. They carefully review community needs, meet with local health and human service agencies, review each agency's budgetary needs and decide which programs will utilize United Way donations most efficiently and effectively. They give their personal time – for you - to make sure that your dollars go directly into programs that help the most people.

7. I would like to give, but how can I afford to?

Even if the amount of your contribution is small, it is greatly appreciated. Your contribution is combined with that of other donors to magnify and multiply the power of your gift. Each contribution makes a difference in someone's life. The easiest way to give is through payroll deduction.

8. My spouse gives to the United Way, why should I?

Giving is done on a personal basis. When families are fortunate enough to have two incomes, each spouse is asked to contribute at their own place of employment.

9. Is my United Way contribution tax deductible?

Yes, your contribution is tax deductible if you itemize your deductions. There are certain limitations, however. Specific questions should be addressed to your financial advisor.

10. I'll never need the services, so why should I give?

The strength of a community is directly influenced by the health and well-being of its residents. Every day, United Way supported programs and services help one out of every four members of our community. United Way services are community services. They are for everybody. Illness, family problems, mental disorders, and disabilities know no economic boundaries.

You or members of your family may not need United Way services now, but that is no guarantee you won't need them in the future. The only way we can be certain that the services we may need in the future are available is by investing in them today!

Overcoming Objectives

Some people do not fully understand how United Way works, and may have objections to giving. Accept these objections as a natural part of the solicitation process. Please respect and

understand the person's position and use those concerns to present more positive information about United Way!

Tips on How to Handle Objections

Tip #1 Understand the Objection

Often what that person says initially is not the real objection. Encourage him/her to talk more to see if you can understand the real issue. Restate the objection and ask for any other concerns. Research those concerns and report your findings to that person as quickly as possible.

Tip #2 Do Not Argue

Respect the potential donor's opinion. Arguing only forces the potential donor to defend their position, which causes resentment. You might win the argument, but end up losing the contribution.

Tip #3 Be Sympathetic

Listen carefully with an open mind and show your concern. Put yourself in their place and try to understand their position.

Tip #4 It's Not Personal

An objection is never directed against you. It is directed at the idea you are presenting.

Tip #5 Relax and Be Yourself

You are not being asked to match wits with your potential donor, or to overwhelm them with words. Be yourself and relax before responding. You have an important message to present. Tell it in a straightforward and sincere manner. Your sincerity and commitment to the United Way will show, which will naturally convince people to give.

Step 7 – Conduct a Leadership Giving Program

Leadership Giving is especially designed for employees who can give \$1,000.00 or more. Donors who give at this level become members of the United Way of Mercer County Honor Society.

These generous contributors demonstrate their caring for our community and are recognized for leading the way to a better quality of life for every member of our community.

A Leadership Giving Program is easy to implement in a company of any size and can be an excellent source of new dollars for your campaign. In fact, it is the most effective way to increase contributions in your workplace.

Action Steps:

- ✓ Enlist CEO support for a Leadership Giving Program as a key part of your campaign.
- ✓ Recruit a Leadership Chair from upper management.
- ✓ Determine your leadership prospects.
- ✓ Enlist a Leadership Tem for follow-up and peer-to-peer solicitation.

Sample Leadership Campaign Endorsement Letter from CEO

Dear (*Employee's Name*):

I am pleased to announce the beginning of our United Way of Mercer County Leadership Giving Campaign. (*Organization name*) wholeheartedly supports the campaign as the United Way provides us with an effective way to invest in our community and reach those who are most in need.

At (*Organization's name*), we care about the community where we live and work. The Honor Society, through the dedication and generosity of employees, provides a strong foundation for the United Way of Mercer County. The Honor Societies strength lies in each member's spirit of commitment and generosity.

Thousands of people who need help depend on the services provided by the United Way agencies. These vital services help children and youth at risk, handicapped and disabled children and adults, the elderly, troubled families, and all families who face unexpected problems or require professional help to meet basic human needs.

Our Leadership Giving Campaign will be led by (*Leadership Giving Coordinator's Name*) and is scheduled to being on (*date*). Please consider participating at the Leadership Giving Level with a donation of \$1,000 or more. If you are already a member of the Honor Society, please consider increasing your gift this year. By supporting the United Way of Mercer County as a member of the Honor Society, you will be following in the proud tradition of other community leaders who find our community a place of significant personal investment.

Thank you for your leadership and consideration in joining me in this important community-wide effort.

Sincerely,

(*Signature of CEO*)

Step 8 – Say “Thank You”

Saying “Thank You” is important. Two simple words show appreciation and set the tone for year-round communications and next year’s campaign.

Good feelings go a long way...

People who are thanked for giving are 14% more positive about the United Way campaign than those who are not thanked.

Action Plan:

- ✓ Hold an informal event to celebrate your success.
- ✓ Send CEO – signed letters of thanks to all employees who contributed.
- ✓ Reward and recognize campaign volunteers.
- ✓ Place “Thank You” posters on bulletin boards, in lunchrooms, restrooms and break areas.
- ✓ Put “Thank You” messages that announce campaign results on paycheck envelope stuffers, in employee newsletters, on e-mail, and on voicemail.
- ✓ Create a “Thank You” certificate – give it to people who helped you run the campaign or organize events.
- ✓ Create different Thank You notes for specific groups, including Honor Society (Leadership) contributors, retirees, first-time donors, new employees, continuous givers, and those who increased their contributions.

Sample Thank You Letter from CEO

Dear Employee:

Thank you! Your gift to the United Way of Mercer County campaign made it possible to raise a total amount of (\$_____). We can all take pride in that achievement, and know that we have played an important part in helping to provide vital programs and services to our community.

Through your support, important health and human services will continue to be available in our community – youth programs, family counseling, health care and rehabilitation, services for seniors, and many more vital programs that help our community. These are services that help our friends, neighbors, coworkers and family members.

On behalf of (*Organization's name*), the United Way of Mercer County and all of the people helped, thank you for taking the time to care. You are helping to build a better, stronger community for all of us.

Sincerely,

(*Signature of CEO*)

Step 9 – Report Results Promptly

Report campaign progress to your United Way representative on a regular basis. Accurate and timely remittance of pledges to United Way helps your campaign close and ensures that checks and credit card donations are processed quickly. Please submit a final campaign report to United Way within one week of the close of your campaign. Return your final campaign report, copies of all pledge cards and fully paid pledges to the United Way office in the envelope provided, or call the United Way office for pick-up.

If you have any questions on completing the report forms, please contact the United Way office.

Step 10 – Start a New Hires Program

Introduce new employees to United Way through an on-going New Hires Program. As your organization continues to grow, it is important to inform new employees about your United Way campaign. Year-round solicitation of new employees lets them know immediately about United Way services, tells them of your organization's values and commitment to the community, and reduces pledge loss due to turnover. Materials are available to assist you with your program. Contact the United Way office at (724) 981-1884 for more details.

E-Blasts

E-mail is an easy, effective way to keep people in the know. The following messages are in a specific order that provides a clear picture of what United Way does. Please send them in this order during your campaign. Try personalizing the messages by adding information about your company's involvement in the United Way. These messages are available on our website www.uwmercercounty.org.

Message 1

Place in subject field: LIVE UNITED.

Investing \$52 (just \$1 week) in United Way's campaign: Helps a kid succeed by providing one week of after-school care.

ADVANCE THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These results/changes have benefits that ripple out to the community as a whole. GIVE.

ADVOCATE.VOLUNTEER. LIVE UNITED™

Message 2

Place in subject field: LIVE UNITED.

Investing \$104 (just \$2.00 a week) in United Way's campaign: Helps a senior remain independent in their home by providing two visits from a caregiver and 10 hot meals.

or

Helps a family thrive by providing the rent deposit on a home so they can move out of a homeless shelter.

ADVANCE THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These results/changes have benefits that ripple out to the community as a whole. GIVE.

ADVOCATE.VOLUNTEER. LIVE UNITED™

Message 3

Place in subject field: LIVE UNITED

Investing \$208 (just \$4.00 a week) in United Way's campaign: Helps a family thrive by housing a woman and her child for two weeks at a domestic violence shelter.

or

Helps two kids succeed by providing a week-long summer day camp experience.

ADVANCE THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These results/changes have benefits that ripple out to the community as a whole. GIVE.

ADVOCATE.VOLUNTEER. LIVE UNITED™

Message 4

Place in subject field: LIVE UNITED

Investing \$520 (just \$10.00 week) in United Way's campaign:

Helps a senior or person with a disability remain independent by providing a month of in-home services.

or

Help kids succeed by sponsoring a basketball or soccer program.

ADVANCE THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These results/changes have benefits that ripple out to the community as a whole. GIVE.

ADVOCATE.VOLUNTEER. LIVE UNITED™

Message 5

Place in subject field: LIVE UNITED

Investing \$1,000 (just \$19.23 a week) in United Way's campaign qualifies you as a Honor Society Member, and: Helps a family thrive by providing a full series of classes to help troubled or inexperienced parents learn the skills to nurture their children and keep them safe.

or

Helps a child succeed by providing one-on-one mentoring for a year.

ADVANCE THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These results/changes have benefits that ripple out to the community as a whole. GIVE.

ADVOCATE.VOLUNTEER. LIVE UNITED™

Message 6

Place in subject field: Thank You

Your United Way contribution will improve the lives and shape your community in lasting ways. "Thank you for creating opportunities and inspiring hope for a better tomorrow." To receive email updates about the results of the Campaign please send an email to uwmc@uwmercercounty.org.

ADVANCE THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These results/changes have benefits that ripple out to the community as a whole. GIVE.

ADVOCATE.VOLUNTEER. LIVE UNITED™

Your Campaign Timeline

The following is a suggested timeline you can use to map out your road to success. Remember, to almost every suggestion here there is a sample or template to use in this packet. The United Way staff is also available to answer any questions, offer suggestions, and supply you with United Way materials.

6-8 Weeks Before Kick-Off

- ✓ Meet with and obtain CEO commitment for your upcoming campaign.
- ✓ Schedule campaign dates on CEO calendar.
- ✓ Set campaign dates limiting your actual campaign to one week or one payroll period.
- ✓ Obtain pledge cards.

4-6 Weeks Before Kick-Off

- ✓ Establish a Campaign Committee representative of all departments within your company. Recruit via email, personal invitation, flyer, etc...
- ✓ Contact your United Way and discuss ways they can help; request campaign materials.
- ✓ Schedule reverse tours.

- ✓ Solicit incentive items, such as gift certificates or products from local businesses and/or vendors.

3-4 Weeks Before Kick-Off

- ✓ Ask CEO to issue letter to employees announcing campaign dates and details.
- ✓ Notify all department supervisors of campaign dates and ask for their support in having employees attend campaign meetings.
- ✓ Conduct a meeting of campaign committee.
- ✓ Review previous year's campaign and decide what ideas to repeat and which to re-evaluate.
- ✓ Establish a campaign timeline so everyone is on the same page.
- ✓ Obtain a current list of employees.

1-2 Weeks Before Kick-Off

- ✓ Hold company Leadership Giving and supervisor meetings prior to employee campaign meeting. This example of leadership will provide support to the employee campaign.
- ✓ Work with the United Way staff to arrange United Way speakers at kick-off meeting and/or reverse tours and confirm all meetings with United Way staff.
- ✓ Promote the campaign by hanging posters on bulletin boards, issue emails, distribute flyers.
- ✓ Include campaign stuffers with one or two paychecks or employee mailings leading up to the campaign.
- ✓ Publish information about the upcoming campaign and incentives in company newsletter.
- ✓ Post the Service Map on company bulletin boards or in newsletter.
- ✓ Include a line about the upcoming campaign on paychecks if you have the capability.
- ✓ Post E-Blasts to everyone alerting them to the upcoming campaign.
- ✓ Purchase/order refreshments in preparation for your kick-off.

Week of Campaign Kick-Off

- ✓ Hold an organization-wide kick-off event to build enthusiasm for the campaign.
- ✓ Distribute personalized pledge cards and promote 100% card return.
- ✓ Post Campaign Tracking Charts and update them daily.
- ✓ Make sure to follow-up with past contributors who have not yet responded.
- ✓ Schedule company activities to promote awareness and excitement of campaign.
- ✓ Display your support and excitement of the campaign by the committee wearing United Way "LIVE UNITED" t-shirts.

1-2 Weeks Post Campaign

- ✓ Complete Total Employee Campaign Report.
- ✓ Ensure that all pledge cards have employee signatures.
- ✓ Meet with CEO and report results.
- ✓ Announce final report to employees.
- ✓ Conduct final meeting with Campaign Committee and choose Chairperson for next year.
- ✓ Submit Total Employee Campaign Report, pledge forms, cash and checks to the United Way of Mercer County.

Most Important! Thank Everyone! Personalized notes, thank-you payroll stuffers, a note in the newsletter, or a pizza party are simple and sure ways to say it.