



# EMPLOYEE CAMPAIGN COORDINATOR GUIDE 2020

**Columbus Area  
United Way**



# WHAT WE DO

*United Way fights for education, financial stability, and health of every person in every community. We are a part of the world's largest charity but are known as a hyper local organization for Columbus area serving the counties of Boone, Butler, Colfax, Platte, Polk, and Nance.*

**MISSION:** To focus resources to measurably improve the education, health, and financial stability of our community.

## **WHAT WE DO:**

Columbus Area United Way is a nonprofit dedicated to impacting our community in critical areas identified by the community through community-based assessments. Columbus Area United Way focuses on the three pillars of Education, Financial Stability and Health. The Board of Directors through a strategic initiative identified the following areas of focus through 2024.

### **Education**

- Kindergarten Readiness
- Improve and maintain community public schools 4- year graduation rates

### **Financial Stability**

- Adults improve job relevant skills

### **Health**

- Community members educated on healthier lifestyle choice
- Decrease suicide attempts of youth.

In taking this approach, we have the unique ability to convene, collaborate, and direct resources where they are most needed. CAUW conducts community needs assessments, secures critical resources to fund vital social services, provides fiscal oversight and accountability for community partners, and evaluates program results to measure and communicate community impact.

We also 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. CAUW 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. Our local United Way has contributed more than **\$8.3 million in the last 10 years alone!**

## **WHY WE DO IT**

- We want to help the 42% of single mom families that are in poverty become financially stable.
- Because 16% of 10<sup>th</sup> graders report having suicidal thoughts and they need to know they are worthy and valued. Reducing risky behaviors leads to a healthy lifestyle, which leads to overall stability.
- Studies indicate if a child is behind by third grade, chances are much greater that they will not graduate from high school. CAUW focuses on having children ready for Kindergarten and on a student's social/emotional health during their academic years to be prepared for life.

## THE VALUE OF THE UNITED WAY BRAND:

- We hope to see our children succeeding, our families strengthened, and our community thriving.
- United Way is ranked #1 on Forbes 2018 list of 100 largest US charities.
- The United Way brand is recognized by 85% of the public and in 95% of US workplaces.
- 78% of employees surveyed nationally want to work for a company that gives back and are proud of their employer's support of United Way.
- United Way's asset is our unique ability to convene, collaborate, and direct resources where most needed. We concentrate on those issues that no single agency can solve on its own. We are committed to efficiency, transparency, and accountability. CAUW conducts thorough research that supports our community investments. CAUW advocates for programming that provides impact, stability, and growth for our community members. CAUW has compassionate and knowledgeable volunteer leadership from individuals just like you.
- There are a range of studies that consistently demonstrate that there is a significant relationship between volunteering and good health, in addition to the social benefits brought about by volunteering. For example, a report by United Health Group, *Doing Good is Good for You: 2013 Health and Volunteering Study*, found that 76% of US adults who volunteer report that volunteering has made them feel physically healthier, and 78% report that volunteering lowers their levels of stress, leading to feeling better than adults who do not volunteer.

# RUNNING YOUR CAMPAIGN

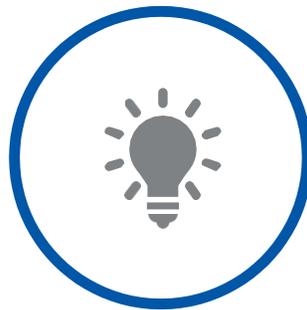
Our workplace campaigns bring people together to solve some of our community's most complex challenges through fundraising, advocating, and volunteering – all while raising workplace morale.

## 5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN



### 1. ENERGIZE

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



### 2. INSPIRE

Share the Columbus 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

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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

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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

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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

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- Employee meetings or rallies are the most effective way to reach all employees and encourage them to invest in Columbus 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 Columbus Area United Way program to share their experience.
- Ask your CEO to attend and publicly endorse the campaign.
- Show Columbus 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

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We have created several assets to communicate the value of Columbus Area United Way's work in our online toolkit at [www.columbusunitedway.com/toolkit](http://www.columbusunitedway.com/toolkit) including:

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

# ENGAGE



## EDUCATE COLLEAGUES

As the ambassador for Columbus Area United Way, you can help your colleagues understand the value of their gift. Check out the impact reports available in the online toolkit and use the following tips to share our work:

- Use employee publications, intranet, voicemail, announcements, bulletin boards, email, management endorsement letters, newsletters, paycheck stuffers and social media to spread the Columbus Area United Way message.
- Encourage colleagues to follow Columbus Area United Way on Facebook, Twitter 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 per week amount.
- Ask retirees to make a Planned Gift contribution.
- 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 Columbus Area United Way swag.
- Host a wrap-up party and thank everyone who participated.

# ASK



## ASK EVERY ONE TO GIVE

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The No. 1 reason people do not give is because they are not asked! Please ask everyone. Columbus Area United Way believes that giving is a personal decision. Make sure everyone has the opportunity to give by supplying information about how Columbus 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

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

# THANK YOU!



## MONITOR YOUR CAMPAIGN AND REPORT RESULTS

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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 Columbus 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 and raffle tickets, to your Columbus Area United Way staff contact.



## SAY THANK YOU!

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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!

# LEADERSHIP GIVING

Columbus Area United Way needs leaders, like you, who have the passion and courage to transform our community. Join the donors who are leading the change in our community today!

## LEADERSHIP GIVING LEVELS

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Bridgebuilder  
Levels



# EVERY DAY HERO

Columbus Area United Way knows every dollar makes a tremendous difference in our community. For \$1 dollar or more per day join our Every Day Heroes who are making a lasting impact on our community with their contribution.



EVERY DAY HERO

GRAB YOUR CAPE

Start Today

Columbus Area  
United Way



# 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? Most food donated? 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 Bridgebuilders (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 Columbus 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 Columbus Area United Way staff member.

## **I have heard of United Way, but I don't know what you actually do. What do you do?**

Please see the What We Do section (Page 4).

## **Why should I give to United Way?**

Columbus 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.

## **Where does my contribution go?**

**1 of 6** community members accesses Columbus Area United Way funded programming. Columbus Area United Way funding supports 19 local nonprofit agencies providing 30 different programs. Your gift helps Columbus Area United Way provide resources to programming around Education, Financial Stability and Health.

## **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.

## **Does United Way condone pressure in giving?**

No. United Way does not condone pressured giving. Everyone should contribute voluntarily.

## **My spouse already gives to United Way. Should I give separately?**

Columbus Area United Way recognizes that giving is a family decision and wants to recognize family gifts. Depending on each company's campaign process, we may or may not be able to recognize the gift. (Please

contact your United Way representative with your specific question.)

## **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 Columbus Area United Way or one of our community partners at some point in your lives. Giving to Columbus 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

## General Introduction Email

Dear (personalize with employee name),

Throughout our life we have learned the value of teamwork and understanding when working together the greater our impact.

Columbus Area United Way provides us the opportunity to make a powerful impact in our community. Through an extensive network of donors and volunteers, Columbus Area United Way provides services to Boone, Butler, Colfax, Platte, Polk and Nance counties offering assistance to 19 partner agencies which provide 30 different programs focused on Education, Financial Stability and Health of our community.

When you give to Columbus Area United Way your contribution is providing for 1 in 6 community members to access resources supported by United Way. When you give to Columbus Area United Way you can be assured your gift is going to support your neighbor, your co-worker, your family, your friends, your community. Once again I ask that you join with me in supporting our team effort and continue (Company Name)'s tradition of giving and community investment.

Sincerely,

[ Name and Title]

## Campaign Kickoff Email

Hello Team,

We are excited to announce today marks the start of our Columbus Area United Way Employee Giving Campaign!

We are excited to continue [COMPANY NAME]'s proud tradition of giving back to the community through Columbus Area United Way.

From [BEGINNING DATE] to [ENDING DATE], you will have the opportunity to learn what Columbus 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 Columbus Area United Way which provides direct support to 19 partner agencies which provide 30 different services in the areas of Education, Financial Stability and Health for our community. Your dollars support **1 in 6** community members who are accessing services supported by Columbus Area United Way. 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 Columbus 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. Columbus Area United Way has the full support and commitment of [COMPANY NAME], as Columbus 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 Columbus 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 with a focus on mental health services.

If you have given to Columbus 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 Columbus Area United Way gift – you will help 1 in 6 community members access services in Education, Financial Stability and Health.

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 Columbus 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 Columbus Area United Way benefits the education, financial stability and health of our community and will go to support 19 partner agencies offering 30 different 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 Columbus 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:

Columbus Area United Way receives over 60% of its funding from workplace campaigns like ours, so every dollar you can give really does impact our community. 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, Columbus 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 Columbus 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

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## Columbus Area United Way

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