



Fox Valley United Way

Campaign Coordinator Resource Guide



Coordinators Matter

Congratulations – and Thank You – for becoming a Fox Valley United Way Employee Campaign Coordinator!

Being a Coordinator means spending time distributing materials, organizing events, and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits:

- Become more connected to the people in your company.
- Strengthen relationships with your co-workers.
- Demonstrate your leadership skills.
- Network with others in the community through United Way training and events.
- Have some fun!

Whether this is your first time as a Coordinator or you have coordinated your campaign multiple times, this handbook will help you get the most out of your campaign. Just follow the steps for conducting a successful campaign, and you are guaranteed to have a great campaign.

Being an Employee Campaign Coordinator is crucial to the success of United Way. Without you, we could not fund the programs that provide needed services in our community. When you reach out a hand to one, you influence the condition of all. That's what it means to LIVE UNITED.

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What does an Employee Campaign Coordinator do?

Position Description: Employee Campaign Coordinator (ECC)

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

Key Responsibilities:

- Work closely with your CEO and Fox Valley United Way representative.
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers or committee members to assist you.
- Request speakers and materials from Fox Valley United Way.
- Coordinate the distribution and collection of campaign materials.
- Coordinate your company's kick-off and recognition events.
- Promote the campaign throughout your company.
- Encourage leadership giving in your campaign.
- Encourage giving of time, talent, and resources among your employees.
- Educate your employees about United Way.
- Make your company campaign fun!
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year.
- Visit United Way's website at www.foxvalleyunitedway.org

Steps to a Successful Campaign

1. Getting Started

Know your organization's United Way history. Talk to last year's coordinator and find out what worked and what didn't work.

2. Enlist Support

Secure top-level management support by asking your CEO to commit to one or more of the following:

- Encourage your CEO to speak about the benefits of giving to United Way at your employee group meetings or write a letter of support (sample letter on page 13.)
- Ask your CEO to encourage donors by providing incentives for giving (incentive ideas on page 11).
- Find out if your company has a matching gifts program.
- To insure succession planning, ask your CEO to appoint next year's coordinator to help you.

Recruit a committee representative from different departments in your organization.

- Remember the benefits of TEAM – “Together Everyone Accomplishes More”.
- Clearly define the role of your volunteers and how much time they will commit to the campaign.

Arrange for support and materials from United Way. A United Way Representative is available to help you. Here are a few ways a United Way staff can help:

- Provide campaign materials, information and support.
- Make presentations in your employee meetings.
- Arrange for a partner agency speaker
- Arrange a volunteer opportunity in the community
- Arrange a tour of a Fox Valley United Way partner agency

What Makes a Great Committee Member:

- Enthusiasm
- Knowledge of and belief in United Way
- Willing to set an example by giving to United Way
- Well respected

3. Decide on a Solicitation Style

Decide on the best method of approaching fellow employees—group, individual, or both.

Group Solicitation: Employees are brought together to hear the United Way message and then are asked to pledge at the end of the presentation. Group solicitation allows for best use of time, a uniform message and less follow-up.

Individual Solicitation: This is a one-on-one ask for an employee to make a gift. This style requires more volunteers but personalizes the campaign and gives you the opportunity to answer individual questions.

Both: Hold one group meeting or a series of group meetings and use the one-on-one method as a means of follow-up for those who couldn't attend a group session.

4. Set Clear Goals and Develop a Campaign Plan

Analyze past campaigns and set realistic goals. Set an increase based on one or more of the following areas:

Percent Participation: Divide the total number of givers by the total number of employees to get your percent participation. United Way recommends setting a goal of 100% solicitation instead of 100% participation to give everyone an opportunity to give.

Dollars Raised: Consider raising your dollar goal by a percentage over the previous year's goal. Be sure to include your employer's corporate gift in total amount raised.

Average Employee Gift: Determine your company's average gift by dividing your total campaign by the number of givers.

Per Capita Gift: This amount is calculated by dividing the total campaign amount by total number of employees.

Advantages of Group Meetings

Flexibility:

The group meeting can be adapted to work successfully in any organization's schedule; a 15-minute United Way presentation can be incorporated into a staff or department meeting.

Efficiency:

The campaign can be completed in two weeks or less with a minimal amount of production time.

Effectiveness:

The positive spirit and educational approach of the group meeting fosters a greater spirit of giving in a greater number of people.

Consistency:

The United Way message is presented in a consistent manner to the workforce.

5. Promote Your Campaign

Use of United Way brochures, posters, pins, pens; and give away items can build awareness of the upcoming campaign.

Try placing United Way information in unexpected places, such as on the back of restroom stall doors or with employee pay records.

Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools.

Increase employee awareness by creating a little friendly competition among departments.

Prizes and incentives can also create interest. If you have a budget, you can order items from the United Way catalog. (See page 11 for a list of free incentive ideas.)

6. Educate Your Employees about Your Local United Way

Speakers: United Way staff members, as well as partner agency representatives can tell you about the programs their organizations offer that are funded by United Way.

Personal Testimonies: Whether we realize it or not, most of us have been touched by a United Way agency. Some of your co-workers may be willing to share their own personal stories.

Contact United Way to arrange for a speaker, tour and/or volunteer opportunity.

7. Implement the Campaign with a 100% Ask

Start by making a gift yourself. It is easier to ask someone else to give when you give yourself.

Personalize each pledge to help you make sure everyone is asked.

Make sure every employee is given the opportunity to give. Be sure to include employees who are part time, temporary, travel or work off-site.

8. Report and Celebrate Your Results

Summarize all campaign information for Fox Valley United Way. Enclose cash, checks, and copies of all pledges. Be sure we have enough information to recognize your employees for Leadership Giving.

Report your final results to your fellow employees and thank them for participating. Some ways to say thank you are as follows:

- Hold a thank you event for employees
- Send a thank you letter from the CEO
- Send personalized thank you notes
- Put together goodie bags to thank your committee

Why United Way

United Way makes a difference in our community. Your contributions are working year round improving the lives of your family, friends, and neighbors.

United Way is effective because it is . . .

Local

Your donation works right here in our own community. United Way is the best way to help the most people.

Efficient

Thanks to the dedication and commitment of many community volunteers and a small staff, United Way is able to maintain a low overhead. United Way is the most efficient way to help the most people.

Accountable

Trained volunteers review agency programs and budgets. United Way makes sure your gift supports programs that have proven they meet the needs of the community and change lives. United Way is the smartest way to help the most people.

Expert

United Way continuously evaluates our community's diverse needs and directs funds to those areas that have the most positive impact in our community, thus making United Way an expert in helping the most people.