

THANK YOU FOR MAKING A DIFFERENCE IN THE LIVES OF CHILDREN
AND FAMILIES BY STEPPING UP TO COORDINATE YOUR WORKPLACE'S
UNITED WAY COMMUNITY CAMPAIGN.

TOGETHER, we'll find the best way to
build a stronger community.

Here, you'll find the information you
need to lead a successful workplace
campaign. And remember – you're not
alone! The team at United Way of
Central and Northeastern Connecticut is
your partner – because when we work
together we find the most success!

VISIT OUR
**CAMPAIGN
RESOURCE CENTER**
AT
unitedwayinc.org/Campaign-Marketing-Materials
OR CONTACT
YOUR UNITED WAY
LIAISON.



YEAR-ROUND OPPORTUNITIES

There are many opportunities to partner with United Way to engage employees throughout the year such as:

- One-time and ongoing individual and group volunteer experiences.
- On-site facilitated group activity or volunteer event to raise awareness about local community conditions and how together we make a difference.
- Provide new employees with information on how they can get involved in the community through United Way.
- Employees who are interested in increasing networking and professional development opportunities while receiving access to customized volunteer experiences might consider joining one of our United Way Membership groups.
- Contact your United Way liaison for more information and visit unitedwayinc.org to stay connected.

WANT TO MAKE
YOUR CAMPAIGN
EVEN MORE
SUCCESSFUL?

BE SURE TO CHECK OUT OUR 10 STEPS TO
A SUCCESSFUL CAMPAIGN VIDEO AT
unitedwayinc.org/Campaign-Marketing-Materials

THANK YOU!

Because of you more children and youth will succeed in school and more families will achieve financial security, lead healthier lives and have access to critical basic needs services.

YOUTH SUCCESS | ECONOMIC MOBILITY | ACCESS TO HEALTH | BASIC NEEDS FINDING THE BEST WAY.



unitedwayinc.org

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United Way of Central and
Northeastern Connecticut



United Way of Central and
Northeastern Connecticut

SUCCESS FINDS A WAY

FINDING THE BEST WAY TO LEAD A SUCCESSFUL UNITED WAY COMMUNITY CAMPAIGN.

2018
CAMPAIGN
COORDINATOR
GUIDE



BEFORE CAMPAIGN

- ☐ Meet with your United Way liaison to review past results and explore this year's theme, materials and strategies
- ☐ Identify opportunities and challenges for this year's campaign
- ☐ Identify pledge format (online, mobile, paper or all three!)
- ☐ Meet with your CEO or management team to gain support for the campaign and create a strategy to promote and incentivize leadership giving
- ☐ Recruit a campaign team that represents key departments and all levels of your workplace
- ☐ Plan your campaign, kick-off, special events and volunteer opportunities
- ☐ Build awareness of the campaign timeline through internal communications one to two weeks prior to kick-off
- ☐ Request impact speakers and order campaign materials through your United Way liaison
- ☐ Open the campaign early to your internal and leadership teams to get a jumpstart on giving

DURING CAMPAIGN

- ☐ Host a company-wide kick-off event
- ☐ Promote and execute special events and volunteer experiences
- ☐ Publicize prizes and incentives connected with pledging
- ☐ Send and post regular internal communications throughout the campaign (including CEO letter)
- ☐ Thank donors early and often

AFTER THE CAMPAIGN

- ☐ Thank every employee for participating in the campaign
- ☐ Thank the CEO and management team for their support
- ☐ Hold a closing event
- ☐ Share your results
- ☐ Collect all pledges and envelopes and return to your United Way liaison
- ☐ Connect with your United Way liaison to debrief and provide feedback on ways in which we may continue to provide opportunities for employees to fulfill their charitable giving

MANAGEMENT INVOLVEMENT

Members of senior leadership play a crucial role in a campaign's success. By personally endorsing the campaign, senior leaders are demonstrating your workplace's commitment to connecting employees to the communities in which they live and work and ways in which together we improve conditions for local children and families.

• Best Practices for Engaging Leadership:

- » Craft a letter to staff from the CEO encouraging giving and supporting the campaign.
- » Invite your president/CEO to your special events and plan around their calendar whenever possible.
- » Invite United Way to provide a speaker or facilitate an activity during a leadership meeting that sheds light on community conditions and the solutions we can achieve through the campaign.
- » Enlist the leadership team to speak at the campaign kick-off event.

• Leadership-Specific Special Events:

- » **Breakfast with the Boss:** Ask your leadership team to sponsor and serve breakfast. Employees will make donations to participate in the breakfast and tip their best server.
- » **Leadership Style Silent Auction:** Instead of auctioning off items, encourage your senior leadership to "donate" time and experiences for staff to bid on. Examples include: a round of golf, a day of fishing and dinner and a show.
- » **Leadership Lunch, Dinner or Reception:** Looking to incentivize leadership giving? Ask your senior management team to sponsor an exclusive lunch, dinner or reception for all employees who give at a leadership level (\$1,000 and above).

RECIPES FOR SUCCESS

A GUIDE TO EXECUTING A SMOOTH, SUCCESSFUL AND IMPACTFUL WORKPLACE CAMPAIGN



United Way of Central and Northeastern Connecticut is participating as an official charity for the **2018 Eversource Hartford Marathon** on **October 13!** Form a *RUN UNITED* team this year; funds raised will be credited to your workplace's United Way Community Campaign results. Our team will do the heavy lifting, all you have to do is run and have fun!

The first 50 runners will receive a *RUN UNITED* T-shirt to show your support for the marathon and Greater Hartford community! Paper registrations end on **September 22, 2018**, online registrations end on **October 12, 2018**.

RUN UNITED... it's good for your heart and our community!

For information on how you can donate or register for a *RUN UNITED* team, please visit our CrowdRise page at bit.ly/2M4wcyT or contact your United Way liaison.

VOLUNTEER ENGAGEMENT

Organize a volunteer project on- or off-site for your workplace. United Way staff will work with you to coordinate and select a project that meets your needs and objectives. Volunteering is a great way to help your colleagues see the impact their time and resources can make together!

LEADERSHIP GIVING AND MEMBERSHIP GROUPS

Leadership giving contributors of \$1,000 or more provide a significant boost to the success of your workplace campaign and needed resources for our community. Leadership givers are invited to United Way community events and recognized in its publications. A customized roster of your workplace's leadership givers can also be produced.

United Way's leadership programs are:

- **Constitution Society** (\$1,000-\$9,999)
- **Philanthropy Fund** (\$10,000 or more): A personal concierge service, allowing donors to direct their dollars to the causes they care about throughout the year.
- **Tocqueville Society**, a program of United Way Worldwide (\$10,000 or more)

United Way also offers employees networking and professional development opportunities, and customized volunteer experiences through two membership groups:

- **Emerging Leaders Society:** The name says it all! Members represent a new generation of leaders committed to positive community change with an emphasis on youth success.
- **Women United®:** Globally, Women United® members are 'leading the charge and inspiring change' to strengthen women and families. Locally, Women United® has committed itself to increasing family economic mobility through membership and special event proceeds, such as the annual *Power of the Purse*.

SPECIAL EVENT IDEAS

- **RUN UNITED:** Form a team, raise funds and run with us in October at the Eversource Hartford Marathon!
- **RIDE UNITED:** Organize a bike ride and ask participants to fundraise to participate or pay an entry fee which will be credited to your workplace campaign.
- **Office Olympics:** Hold a series of competitive events for employees to participate in. Teams pay an entry fee which is credited to your workplace campaign.
- **Top Chef:** Invite employees to compete for the best dish! Top Chef competitors pay \$5 to enter, non-competitors pay \$10 to attend, eat and enjoy.
- **Food Trucks:** Invite a food truck to come to your office building for the day and ask the vendor to donate a portion of the proceeds back to your workplace campaign.
- **Paper Airplane Contest:** Employees make their best paper airplane and see who can throw theirs the farthest. Set up a target and let the planes fly! Employees can pay an entry fee to participate or vote with their dollars on which plane will take winning flight.

PRIZES AND INCENTIVES

Encourage employees to pledge and boost your campaign by offering your colleagues incentives for giving!

Here are some ideas:

- **Dress Down Days**
- **VIP Parking**
- **Gift certificates**
- **Event passes**
- **Leave Early/Sleep-In Passes**
- **Time Off: Extra vacation day or half day**

IMPROVE
TEAM BUILDING
AND HELP EMPLOYEES
FEEL GOOD ABOUT
GIVING.

COMMUNICATING THE IMPACT

United Way Speakers

Work with your United Way liaison to engage a speaker to present at your kick-off or special event. United Way Impact Speakers demonstrate the power of giving by sharing powerful experiences that are a result of bringing donors, community partners and resources together.

Digital Campaign Communications

Visit the **United Way Campaign Resource Center** online for digital, customizable messaging that you can use during the campaign!

• Communications:

- » Campaign Kick-Off Announcement
- » Mid-Campaign Update
- » Last Click Communication
- » Special Event Announcements
- » Leadership Giving Communication
- » Thank You Messages
- » Social Media/Intranet Messaging

Year of Caring
PROJECT**

TO LEARN MORE ABOUT **HOSTING A SPECIAL EVENT** CONTACT YOUR UNITED WAY LIAISON.