

# 2020 UNITED WAY COMMUNITY CAMPAIGN COORDINATOR GUIDE



**THANK YOU** for stepping up to coordinate your workplace's United Way Community Campaign. We know that things look a little different this year. Locally, many are facing challenges related to childcare, job reduction or loss, and food insecurity. Your leadership and the support of your co-workers is more important than ever as we continue to navigate the effects of COVID-19. Here, you'll find the information you need to lead a successful workplace campaign-in the office or virtually. And remember – you're not alone! The team at United Way of Central and Northeastern Connecticut is your partner. **We're most successful when we work together.**

VISIT OUR  
**COMMUNITY CAMPAIGN TOOLKIT**

[unitedwayinc.org/campaign-marketing-materials](https://unitedwayinc.org/campaign-marketing-materials)  
OR CONTACT YOUR UNITED WAY PARTNERSHIP MANAGER  
FOR MORE INFORMATION



United Way of Central and  
Northeastern Connecticut

# CAMPAIGN COORDINATOR CHECKLIST FOR SUCCESS

## BEFORE CAMPAIGN

- Meet with your United Way Partnership Manager to review past results and explore this year's theme, materials and strategies
- Identify opportunities and challenges for this year's campaign
- Identify giving 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 (virtual options available)
- Build awareness of the campaign timeline through internal communications one to two weeks prior to kick-off
- Request impact speakers to attend in-person or virtual meetings and who can speak first-hand to how gifts to United Way make a meaningful difference to adults, children and families
- Order campaign materials through your United Way Partnership Manager (virtual options available)
- Open the campaign early to your internal leadership teams to get a jumpstart on giving

## DURING CAMPAIGN

- Host a company-wide kick-off event (virtual options available)
- Promote and execute special events and volunteer experiences (virtual options available)
- Publicize prizes and incentives connected with giving (i.e., Days Off, and Match or Step Up Program that inspire leadership giving)
- Send and post regular internal communications throughout the campaign (including CEO letter)
- Let your colleagues know that their dollars make a difference. Visit our story hub [unitedwayinc.org/success-stories/](https://unitedwayinc.org/success-stories/)
- 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 paper pledges, if used, and return to your United Way Partnership Manager (or arrange for pick-up)
- Connect with your United Way Partnership Manager 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 for staff from the CEO encouraging giving and supporting the campaign
- Invite your CEO to participate in your special events (whether virtual or in-person) 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 (virtual options available)
- Enlist the leadership team to speak at the campaign kick-off event or record a video to send out to your colleagues

## 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 and services.



## COMMUNICATING THE IMPACT

### UNITED WAY SPEAKERS

Work with your United Way Partnership Manager to engage a speaker to present at your kick-off or special events (virtual and bilingual options available). United Way Impact Speakers represent staff or volunteers of community-based agencies that benefit from designations to United Way. These individuals demonstrate the power of giving by sharing meaningful experiences that are a result of bringing donors, community partners and resources together.

### DIGITAL CAMPAIGN COMMUNICATIONS

Visit the United Way Community Campaign Toolkit online for digital, customizable messaging that you can use during the campaign! Featuring emails, graphics, social media and more. In addition, share stories of impact by visiting our story hub. [unitedwayinc.org/success-stories/](https://unitedwayinc.org/success-stories/)

## 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 (virtual or in-person)
- On-site or virtual facilitated group activity or volunteer event to raise awareness about local community conditions while making a difference
- Connect new employees with the community through United Way
- United Way membership groups are great opportunities to network and participate in meaningful professional development experiences
- Contact your United Way Partnership Manager for more information and visit [unitedwayinc.org](https://unitedwayinc.org) to stay connected

## IMPROVE TEAM BUILDING

and help employees feel good about giving.

## UNITED WAY YEAR OF CARING

[unitedwayinc.org/year-of-caring](https://unitedwayinc.org/year-of-caring)

These volunteer projects help employees understand how their contributions are making a difference for local children and families. Learn more at [unitedwayinc.org/year-of-caring](https://unitedwayinc.org/year-of-caring). Virtual opportunities available.

# GIVE. ADVOCATE. VOLUNTEER.

## LEADERSHIP GIVING

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 are 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

A local network of generous donors who contribute \$1,000 - \$9,999 each year. Members enjoy exclusive events, special volunteer opportunities and a meaningful connection to United Way's leadership and Board of Directors.

### Tocqueville Society

An international giving society of philanthropic leaders who set the standard for charitable giving. Members contribute \$10,000 or more annually. Members are recognized in local and United Way Worldwide Tocqueville publications. Local Tocqueville Society members are invited to exclusive events and volunteer opportunities and have a direct connection to United Way's staff and volunteer leadership.

**Additional United Way Donor-Centered Giving Opportunities:**

### Philanthropy Fund (\$10,000+)

An exclusive giving program for charitable and community-minded philanthropists, who wish to support our United Way and other causes they care about. A minimum of \$5,000 will remain local, supporting United Way priority initiatives. Donors who benefit from employer match funds may combine their personal and company funds to set up a Philanthropy Fund locally.

### Donor Advised Fund (\$15,000+)

A flexible, on-demand giving option for charitably minded individuals. With an initial deposit of \$15,000 (cash, securities, real estate, etc.), donors can take advantage of an immediate tax deduction, while having the flexibility to recommend grants to IRS-qualified charities whenever they wish. This gift vehicle is ideal for those who wish to make philanthropy a family practice. United Way's private label donor advised fund ensures an 80/20 charitable allocation (80% to the donor's preferred charities; 20% to United Way). United Way seeks to offer diverse gifting opportunities, based on the charitable interests and tax needs of our donors. If one of your colleagues would like to speak to someone about other ways to give, please let your United Way Partnership Manager know.

## ONLINE GIVING TOOLS

Streamline your organization's pledging and volunteering process! We have three convenient options:

### Salesforce.org (SPC)\*

A state-of-the-art, year-round giving platform that gives every employee access to a global network of opportunities to donate, volunteer and advocate for any cause. SPC goes beyond your traditional giving campaign and provides an evergreen employee engagement tool that connects your colleagues to causes they care about deeper than ever made available before.

*\*Costs associated; contact your United Way Partnership Manager to set up a demo and visit [unitedwayinc.org](http://unitedwayinc.org) and search keyword "Salesforce Philanthropy Cloud" for more information.*

### FrontStream (E-Way)

Make pledging easy using our e-Way platform. Invite employees to make contributions via payroll deduction, credit card, gifts of stock or direct bill.

### MobileCause

Whether on a mobile device or computer, MobileCause meets you where you are, making it easy to donate to your workplace giving campaign! You can also segment out special events, payroll deduction, one-time gifts and cause-related efforts. MobileCause also offers text-to-give functionality, ideal for employees who are working remotely.

## MEMBERSHIP GROUPS

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 young professionals looking to have fun, meet like-minded peers and make a difference. Emerging Leaders Society offers professional development, educational opportunities, volunteerism and networking events.

### Women United

Globally, Women United members are "leading the charge and inspiring the change" to strengthen women and families. This network of concerned and caring women focuses on fundraising, networking, volunteering and mentoring. Locally, Women United is committed to increasing family financial stability through membership and special events, such as the annual *Power of the Purse* fundraiser.

## VOLUNTEER ENGAGEMENT

Organize a volunteer project for your workplace (virtual options available). 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!

**By uniting together, we can go beyond creating a "new normal" and create a "better normal".**  
Join us: Give. Advocate. Volunteer. and create a stronger community for all [unitedwayinc.org](http://unitedwayinc.org)

YOUTH SUCCESS | ECONOMIC MOBILITY | ACCESS TO HEALTH | BASIC NEEDS



@unitedwayinc



United Way of Central and  
Northeastern Connecticut