United Way Employee Campaign Manager Guide

Thank you for connecting our community!

We’re here to help you run a great campaign!

Inside you’ll find:

- Before/During/After Campaign Strategies
- 20 Minute Meeting Model
- Best Practices
- FUNdraising Ideas
Employee campaign managers connect the community.

As a campaign manager you provide leadership within the workplace and encourage others to give, advocate and volunteer for United Way. Dollars raised during the campaign support United Way programs and initiatives that create a stronger, healthier future for children and families in our local community. We know that your role has many different tasks and responsibilities, and we’re here to help every step of the way. Below is a checklist to put together your action plan and help run a great campaign. Thank you for your hard work and dedication!

BEFORE THE CAMPAIGN:

- Familiarize yourself with United Way of Pioneer Valley’s work and meet with UWPV staff to create a plan of action.
- Secure support from your CEO and management team and establish goals and dates to determine how they will be involved in the campaign.
- Invite United Way staff to campaign team meeting.
- Review your company’s past performance.
- Recruit a strong team, representing a wide range of employees to help generate enthusiasm.
- Ask a member of senior management to chair your Leadership Giving efforts.
- Review last year’s campaign results, strategies and recommendations.
- Develop strategies, timeline and goals for the campaign, determine incentives.
- Reserve room(s) for group meetings and/or special events.
- Offer incentives for various levels of giving.
- Develop a communications plan leading up to the campaign to inspire, build enthusiasm, motivate and inform your co-workers of key dates/goals.
- Post information on your organization’s intranet with a link to uwpv.org, social media, etc.

DURING YOUR CAMPAIGN:

- Conduct employee rally or multiple rallies at company location(s). Use the “20-Minute Group Meeting” to help facilitate the meeting.
- Use posters, brochures and table tents to advertise the campaign.
- Hold special events like ice cream socials, car washes, etc. Make it fun!
- Utilize the United Way Staff for ongoing support and materials.
- Check United Way of Pioneer Valley website: www.uwpv.org regularly for updates.
- Share campaign information and progress on intranet, in newsletters and by email.
POST-CAMPAIGN/YEAR-ROUND ENGAGEMENT:

- Complete the campaign report envelope and return it to United Way.
- Hold a thank you event with senior leadership in attendance to announce and celebrate campaign results.
- Personally thank donors and everyone involved in helping to coordinate the campaign.
- Connect women leaders to United Way Women’s United.
- Leave detailed records, along with an After Action Review (AAR) for next campaign manager.
- Include details such as which events were successful and what you might do differently next time.
- Schedule a post-campaign meeting with your DRM to discuss the campaign.
- Plan to attend the annual United Way of Pioneer Valley Campaign Celebration!

Campaign Best Practices

- Involve your CEO Involve your co-workers
- Create a plan
- Implement Leadership Giving
- Educate your donors
- Promote & Publicize
- Hold a kick-off / group meeting
- Campaign wrap up / Thank you
- Live United all year! Keep staff informed about UWPV programs and initiatives

20-Minute Meeting Model

3 minutes: Welcome, CEO Endorsement, Goal/Challenge
3 minutes: United Way info: last year’s results and impact
5 minutes: United Way testimonial, video or speaker
5 minutes: Distribute pledge cards, make the ask
2 minutes: Answer questions
2 minutes: Thank the group and collection pledge cards

MAKE IT A FUNdraiser!

Food always works: hold an ice cream social, bar-b-que, chili cook-off
Dress-down days: sell stickers for employee dress-down days
Incentives: movie passes, concert tickets
Give-aways: great parking space, day off, lunch with the boss
Employee sporting events: ping pong, office olympics
Jail & bail: serve “warrants” and have “arresting officers” take your colleagues to fundraising jail, raise “bail money” to get them out
Photo contest: create a board with employee’s baby/kid/pet photos, whoever guesses the most correctly wins!
Pumpkin carving contest: most creative, funniest, scariest, etc.
Dessert cart: employees bake or donate tasty goodies for a dessert cart that will travel around the office selling treats for a perfect snack break
THANK YOU FOR CONNECTING THE COMMUNITY

Your contribution is an investment in your community. We all win when children succeed in school, families are financially secure, and basic needs are met. Your gift can have a tremendous impact on the lives of people right here in western Massachusetts.

For the price of:

A cup of coffee
($2 a week / $104 annually)

(2) slices of pizza
($5 a week / $260 annually)

A single movie ticket
($10 a week / $520 annually)

(1) week of cable t.v.
($20 a week / $1,040 annually)

Your gift will:

Give twelve children who are homeless backpacks and school supplies for the new school year

Help a teen attend structured training sessions with a career counselor, and explore their options for college

Allow a family of four to sit down to a healthy meal prepared by their 9th grader, who was enrolled in an after-school program that provided cooking lessons

Help two adults attend a weekly GED class taught by qualified teachers and prepare for a full-time job at a local business

Thank you!

United Way of Pioneer Valley’s mission is to mobilize people and resources to strengthen our communities.