

EMPLOYEE CAMPAIGN MANAGER TOOLKIT

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

You **LIVE UNITED** when you **GIVE, ADVOCATE** and **VOLUNTEER** to strengthen our community.



GIVE

- What you can.
- Give people a chance at independence.

Advocate

- By staying informed.
- Spread the word.
- Speak out and be heard.

Volunteer

- An hour. An afternoon.
- Give a part of yourself to make change.

AS AN EMPLOYEE CAMPAIGN MANAGER, YOU DO ALL THREE — THANK YOU!

As an Employee Campaign Manager (ECM), you are the critical link between United Way and the people you work with every day. You are helping us make our community stronger. This guide contains useful information that will help you run a campaign that will maximize the potential of your company and enable you to answer questions others may have about United Way.

Remember, you are not in this alone. Your United Way staff liaison will be available as you kick off your campaign and along the way to ensure successful results.

At United Way, we are about making the Elgin area a place where all individuals and families thrive. We know that it takes all of us working together to make that happen. Thank you for taking on this important role. Here's to you and your partnership with United Way of Elgin.

Campaign goals and timeline

DETERMINE YOUR CAMPAIGN GOALS

The best campaigns have measurable goals. Examples of goals:

- Increase participation (the number of employees giving)
- Increase the number of leadership givers (donors who give \$1,000 or more)
- Increase overall employee giving (the total amount raised by employees)
- 100 percent education (every employee learns about United Way and how, together, we are making an impact in our community)

ESTABLISH DATES AND TIMELINES OF CAMPAIGN ACTIVITIES

The best campaigns are brief and goal-oriented.

TIMELINE OF A TYPICAL CAMPAIGN

Pre-campaign (2 weeks – 1 month)

1. Attend an ECM Roundtable
2. Hold planning meetings with...
 - a. Your United Way representative
 - Review past results and develop a strategy
 - Discuss electronic pledging options (allow four to six weeks to set up your pledging system if using the United Way e-pledge system)
 - b. Your CEO or senior management – As ECM, your most important step is to work with your CEO to establish a top-level team and enlist their personal support in the campaign. Support from the top demonstrates your company's firm commitment to the campaign and to changing lives.
 - Set campaign dates
 - Secure a letter of endorsement
 - Obtain the corporate gift commitment
 - Set dollar and/or participation goals
 - Create a plan for leadership giving
3. Recruit ambassadors and committee members
 - Select individuals from different areas and levels so that you can reach everyone during the campaign
 - Have your United Way representative train the committee members
4. Send a letter to employees from your CEO or senior management endorsing the campaign and inviting them to participate
5. Schedule meetings to educate employees
 - Request speakers from United Way for each meeting
 - Publicize the meetings; make them fun and educational

United Way Key Messages

1. United Way is advancing the common good by creating opportunities for a better life for all.
 - United Way is focused on the building blocks for a better life:
 - Successful Children, Youth & Families
 - Financial Stability
 - Healthy People, Healthy Communities
 - We all win when the success of one ripples out to the community as a whole.
2. United Way aims to create long-lasting changes by addressing the underlying causes of problems.
 - Though United Way still provides for immediate needs, we also go beyond just treating the symptoms of a problem.
 - United Way works to prevent problems from happening in the first place.
3. United Way invites the community to “LIVE UNITED.” LIVING UNITED means being a part of the change.
 - When you give to United Way’s Community Fund, your gift is multiplied by leveraging it with matching grants and gifts-in-kind.
 - By everyone in the community working together, we can get results that no single individual or group can accomplish alone.

UNDERNEATH EVERYTHING WE ARE, UNDERNEATH EVERYTHING WE DO,

WE ARE ALL PEOPLE. CONNECTED, INTERDEPENDENT, UNITED.

AND WHEN WE REACH OUT A HAND TO ONE, WE INFLUENCE THE CONDITION OF ALL.

10 Campaign best practices: CHECK POINTS FOR YOUR CAMPAIGN

❑ OBTAIN CEO AND SENIOR LEADERSHIP INVOLVEMENT

- Ask company leadership for consistent and visible management support of the campaign. These leaders should speak at major campaign events, including kick-off celebrations, leadership events and the closing of the campaign.

❑ CORPORATE GIFT

- Coordinate with company leadership to establish a company match of employee contributions.

❑ AMBASSADORS

- Recruit a strong, diverse campaign team with representatives throughout your organization.
- Train the team through ambassador training; your United Way contact will assist you with the training.

❑ CLEAR GOALS

- Looking at last year's totals, set clear goals with dollar and participation increases.

❑ UNITED WAY OF ELGIN TRAINING AND RESOURCES

- Attend ECM Roundtable; ask your United Way contact for locations, dates, and times.
- Meet with your United Way contact to plan and customize your campaign.

❑ LEADERSHIP EVENTS

(PILLARS CLUB: \$1,000-\$9,999, TOCQUEVILLE SOCIETY: \$10,000+)

- Utilize leadership giving to substantially grow your campaign.
- Plan a smaller, more targeted event for current and prospective leadership givers.

❑ STRONG EDUCATIONAL CAMPAIGN

- Connect people with the issues that are most important to them.
- Conduct fun, educational rallies and events to educate people on the programs United Way supports.

❑ VOLUNTEER ACTIVITIES

- Empower others to feel a part of the larger community and part of the solution to issues in our community through volunteer activities.

❑ THE ASK

- Ask everyone to contribute and make sure everyone has an opportunity to give.
- Eliminate the number one reason people do not give — they were never ever asked.

❑ SAY THANKS

- Schedule a celebration event as a way to say thank you to donors and campaign assistants.
- Include a thank you message in your company newsletter or on your intranet.

Your United Way contacts are here to help you throughout the campaign. Please do not hesitate to utilize them as a resource for your campaign.



Ideas to Make your Campaign Fun

Sample Themes (other than our personal favorite, "LIVE UNITED")

- ✓ ESPN: Everyone Should Participate Now (sports theme with pep rallies, tailgate lunches, hallway games, employee sports dress)
- ✓ United Way High (cafeteria lunch, yearbooks, pop quizzes, grade competitions)
- ✓ Superheros: Be a hometown hero by supporting United Way
- ✓ Mardi Gras: Office parades with office chairs as floats, Cajun food, beads and fun
- ✓ Decades: Celebrate the 50's, 60's, 70's, 80's, and/or 90's
- ✓ TV Shows or Movies: "Pay It Forward," "Friends," "American Idol"
- ✓ Legos: "Building our Community Together"
- ✓ Match Your Company: "Power of Caring" for a utility company
- ✓ Rodeo / Western
- ✓ Rockin' and Raisin': Rock and Roll
- ✓ Wii LIVE UNITED (use Nintendo Wii competitions)
- ✓ Cruise: Get on Board with United Way

Food-Related Activities

- ✓ "Collaboration Salad" lunch
- ✓ Barbeque
- ✓ Chili cook-off
- ✓ Progressive breakfast or lunch
- ✓ Pancake breakfast
- ✓ Ice cream social
- ✓ Breakfast sales (bagels or doughnuts)
- ✓ Lunch box auction
- ✓ Popcorn
- ✓ Pizza lunch
- ✓ Ballpark food
- ✓ Company picnic
- ✓ Potluck lunch

Incentives

- ✓ Time-off from work
- ✓ Reserved/covered parking
- ✓ Tickets to games/movies/special events
- ✓ Gift Certificates
- ✓ Drawing for plasma TV
- ✓ Company products

- ✓ Dinner for two/hotel getaways
- ✓ Snooze or Cruise pass (come in late or leave early)
- ✓ Airline tickets
- ✓ Extra ½ hour for lunch
- ✓ Coupon books
- ✓ United Way items (available at www.unitedwaystore.com)

Special Events

- ✓ LIVE UNITED Week
- ✓ In-office Miniature Golf
- ✓ Match pet pictures with owners
- ✓ Baby Photo Match Contest
- ✓ Tricycle Races
- ✓ Coloring Contest for Kids
- ✓ Cubicle Decorating Contest
- ✓ Pumpkin Carving
- ✓ Board Games
- ✓ Silent Auction or Flea Market
- ✓ Employee Services Auction
- ✓ Auction for Sports Tickets
- ✓ "Casual Day" for United Way
- ✓ "Dress Up Day" for United Way
- ✓ Outrageous United Way Olympics
- ✓ Office Treasure Hunt
- ✓ Car Wash
- ✓ Executive Dunk Tank
- ✓ T-shirt sales
- ✓ Educational Games: United Way Jeopardy or Wheel of Fortune
- ✓ Halloween Costume Contest
- ✓ Funniest Home Videos
- ✓ Poker Tournament
- ✓ Carnival
- ✓ Penny War
- ✓ Book/DC/DVD/Unused Gift Sale
- ✓ Scavenger Hunt

Sample Letters

CEO Ask Letter to Employees

Dear [name]:

Thank you for your generous donation as a(n) [name of company] employee. Last year, your gift was combined with others and helped United Way and its partner agencies touch more than 49,000 lives in our community. United Way partners with the best agencies to support the most effective programs in order to improve lives in the Elgin area.

Our company's 2010 United Way campaign will begin in the next few weeks. During the campaign, you will hear more about the impact United Way is making in helping families move from surviving to succeeding.

For 85 years, United Way has been the trusted leader that mobilized resources to address the community's most pressing issues, resulting in solutions that create measurable progress. Your donation allows United Way to continue to strategically focus on Education, Income and Health—the key building blocks for a good life.

Each of us can share something, so please join me in making a generous gift to United Way. And let your United Way Employee Campaign Manager know if you would like to take an agency tour, volunteer or get more involved with our company campaign.

Your gift, your voice and your talent are unique and important. When you share these with others you join the movement to LIVE UNITED.

Please consider giving to the United Way and helping your friends, neighbors, family and co-workers succeed in hard times and beyond.

Sincerely,

Campaign Manager Letter

Dear [name]:

I am pleased to serve as our 2010 United Way Campaign Manager. I am excited about this leadership role and [company's name] opportunity to improve the lives Elgin.

For 85 years, United Way has been mobilizing resources to advance the common good in Elgin. United Way works strategically to improve the areas of Education, Income and Health in our community. After all, everyone deserves a chance to have a quality education that leads to a stable job, enough income to support a family and to live in good health.

Each of us benefits from a stronger community. By partnering with United Way, we help create an educated workforce and financially stable adults who are the cornerstones of strong, healthy families.

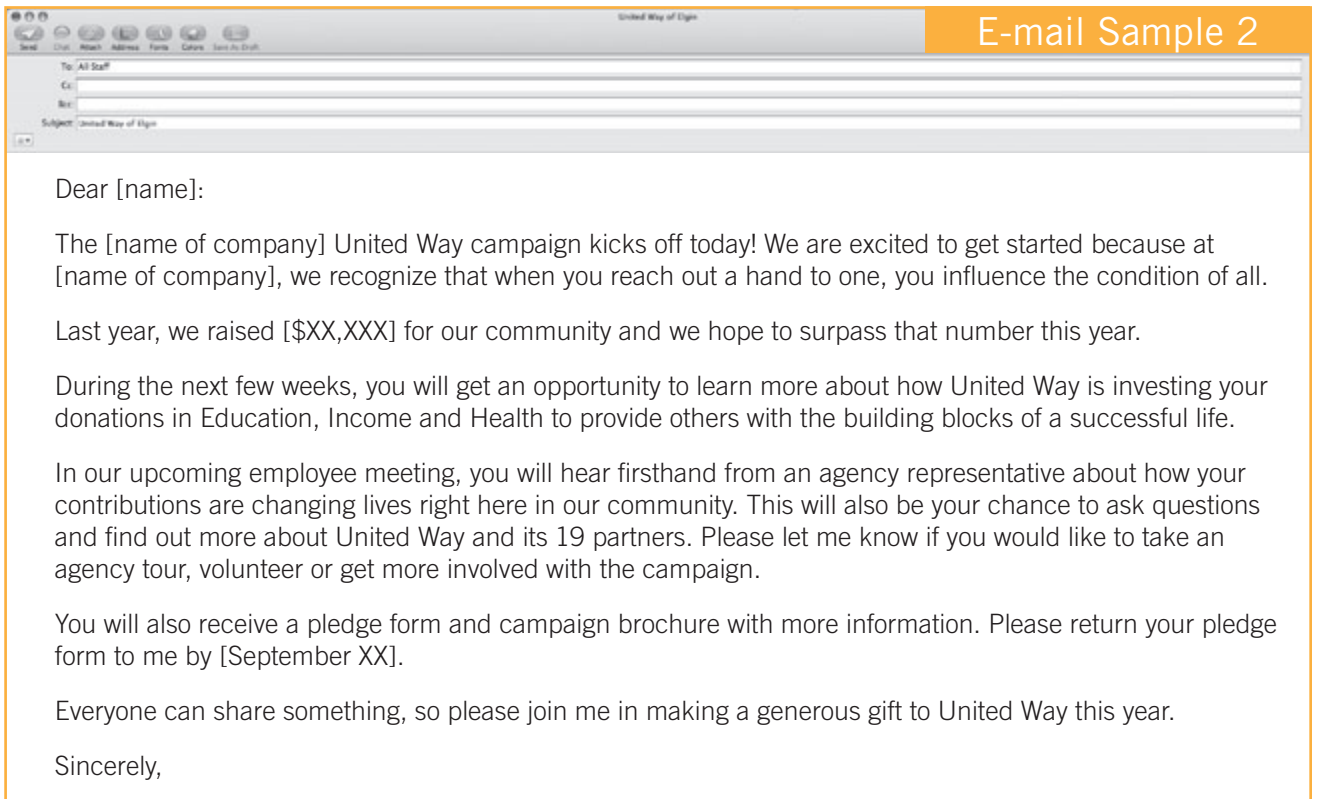
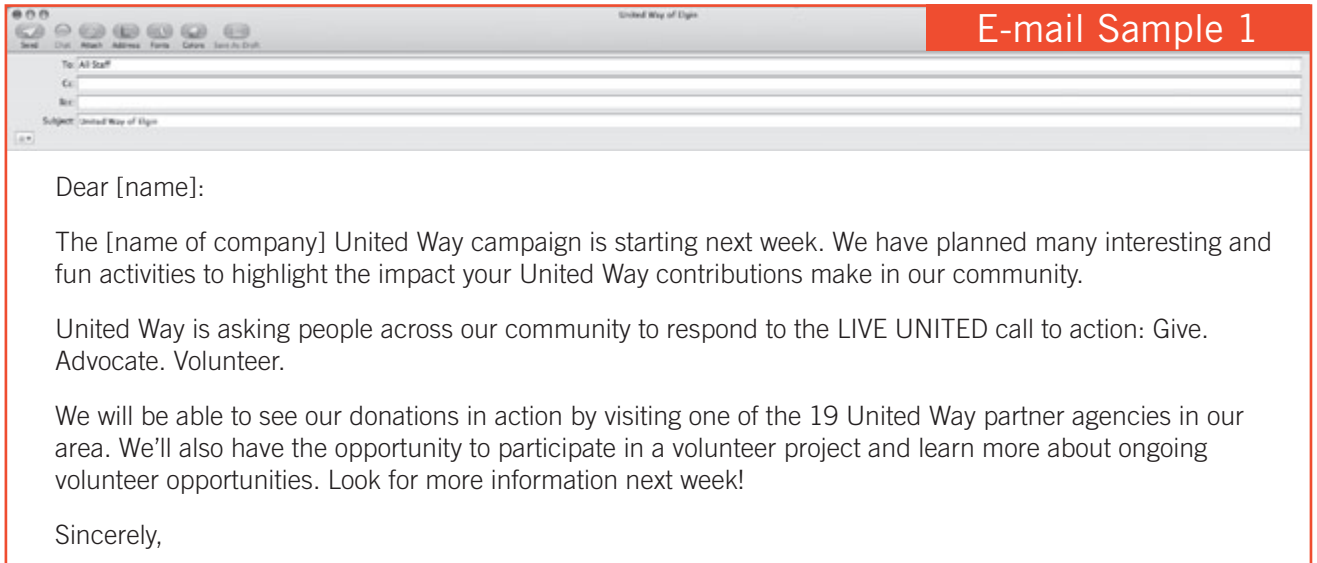
Our campaign will highlight the many programs and services that are creating long-lasting results.

Last year, we raised [\$X,XXX] and I know we can surpass that amount. This year, I encourage each of you to respond to the United Way call to action to LIVE UNITED: Give. Advocate. Volunteer.

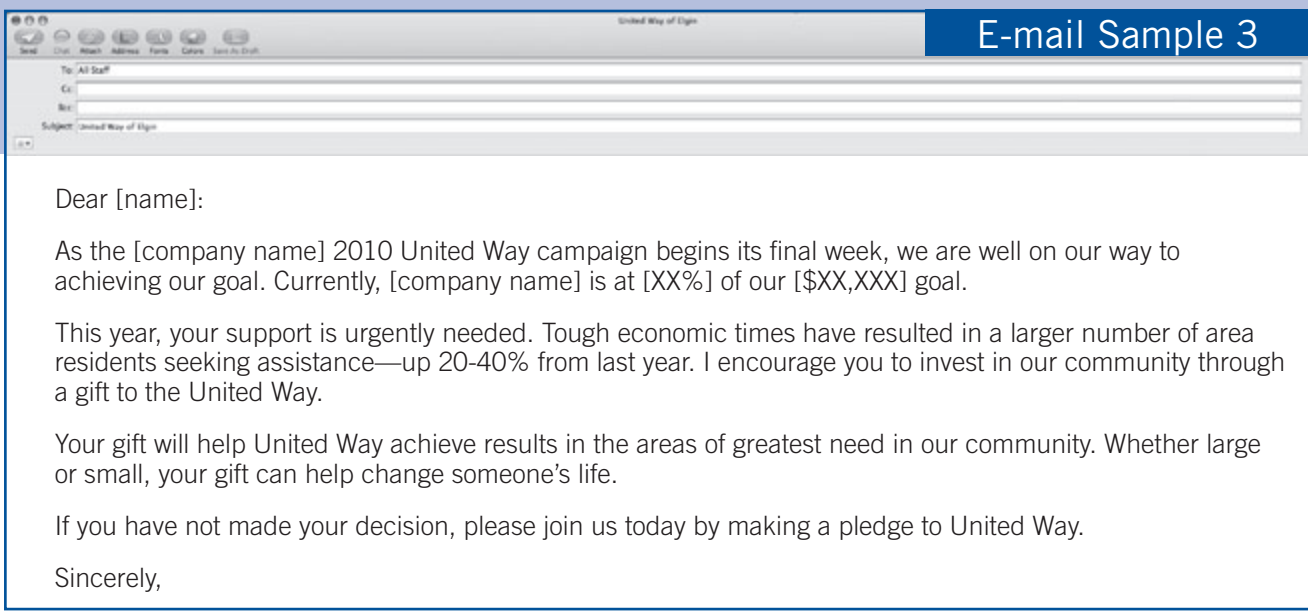
I am honored to serve as Campaign Manager and urge you to join me in LIVING UNITED and giving a generous gift to United Way.

Sincerely,

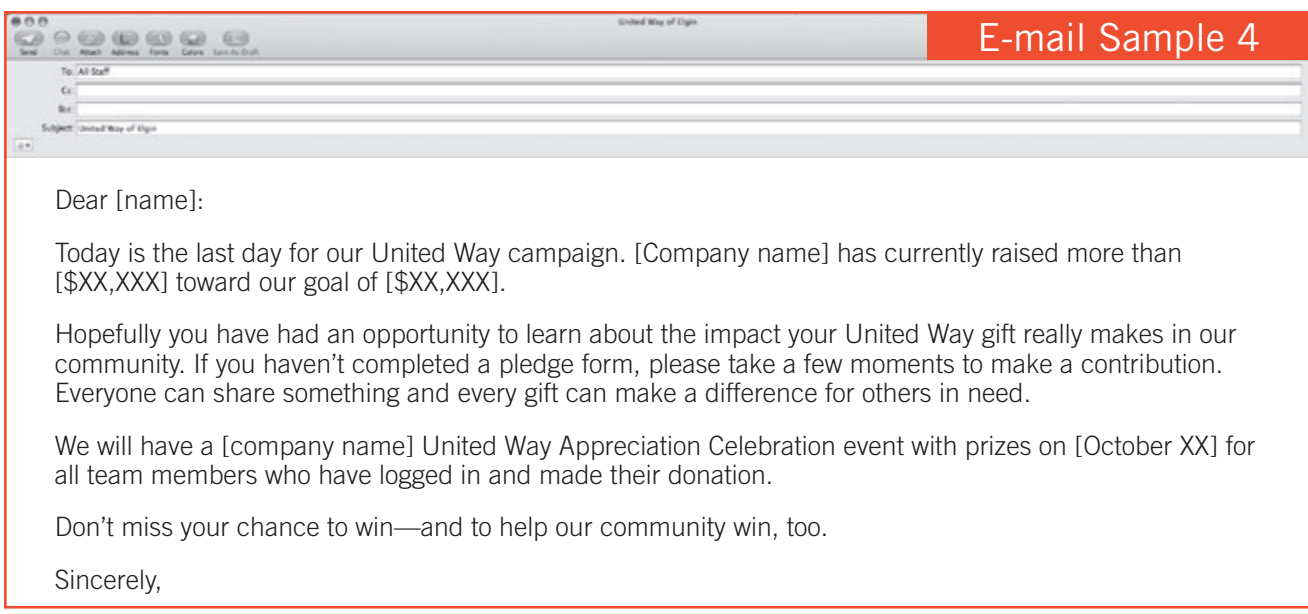
Sample E-mails



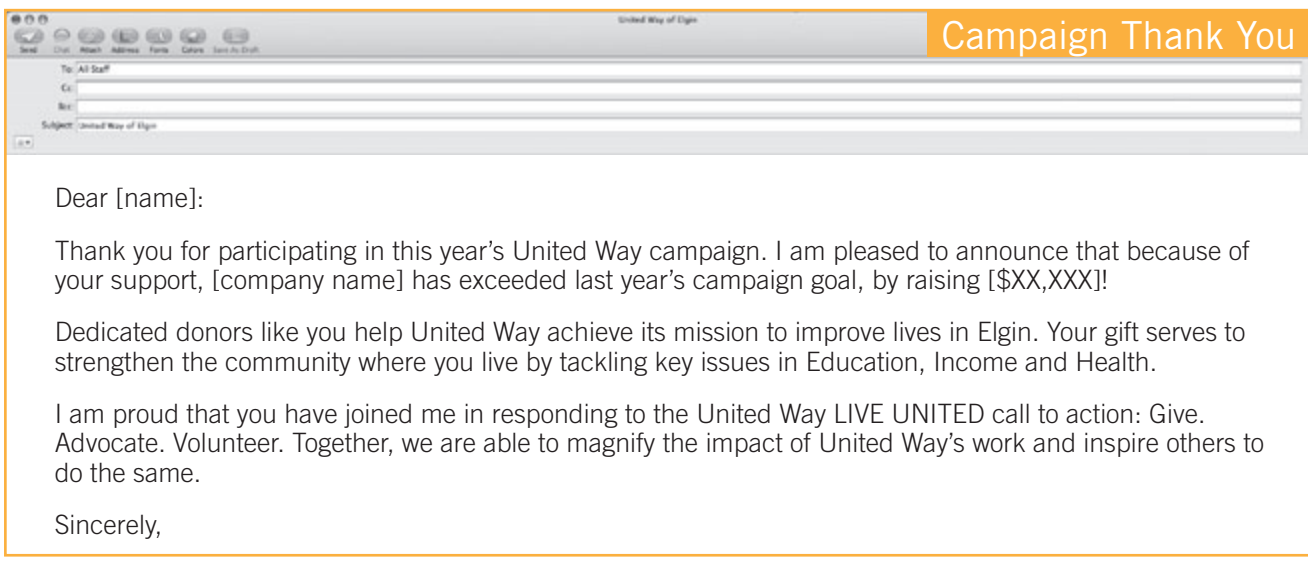
E-mail Sample 3



E-mail Sample 4



Campaign Thank You



Running an electronic campaign

WHAT IS E-PLEDGING?

United Way e-pledging is an online technology solution designed to facilitate education, pledge capturing, and administrative functions associated with conducting a United Way campaign. By allowing employees to learn more about United Way through a personalized website, donors have the opportunity to make a contribution online, in an efficient and secure manner.

An electronic campaign is customized to your company's needs, and personalized to include your company's messaging and goals. Your site can include pictures, signatures, logos and communications from executives or campaign leadership to create a personal connection with those making a pledge via the e-pledge site.



THE BENEFITS OF RUNNING AN ELECTRONIC CAMPAIGN:

- Pledging online conserves paper and eliminates the need for follow-up with donors for unsigned pledge forms, contact information, and clarification on donation preferences.
- Employees are provided with a convenient and user-friendly tool to make pledges in a secure environment. Overall, the average pledge takes just 2 minutes to complete!
- The pledge site can create an engaging and highly-personalized experience by educating employees on campaign events, company goals, information on United Way programs, and campaign leadership.
- Campaign coordinators have the ability to access real-time results for participants as you strive toward your goal.
- Donors are thanked! Each donor receives an online “thank you” message when completing their pledge.

BEST PRACTICES FOR E-PLEDGING

- **Customize your giving levels.** With electronic pledging you can create specific gift amounts for employees, such as \$10 per pay period, 1% of salary, or a 10% increase over last year's gift. You may choose these options based on your campaign goals.
- **Group employees in teams.** By aligning employees with departments, floors, teams, or executives, you can create a fun, healthy competition in your office. Team leaders also have the ability to track their teams' progress toward the overall goal.
- **Send personalized messages.** When running a Leadership or Tocqueville campaign, e-pledging allows you to send tailored messages about the magnitude of a gift of that level. For those in the general campaign, electronic messages can highlight the great work that can be done with every donation made in the campaign.



Frequently Asked Questions

Why should I invest in United Way of Elgin?

United Way of Elgin brings the expertise and strategic focus needed to create profound and positive change in our community. The strong relationships we share with business, government, nonprofits, talented volunteers and generous donors put United Way of Elgin in a unique position to bring people together to create innovative solutions to the toughest problems facing our community.

United Way of Elgin measures the progress we are making in the community because we are all about solid, tangible results that create lasting change. We are putting an end to homelessness, getting each of our youngest children ready for school and meeting basic needs for the most vulnerable.

When you invest your time or financial resources with United Way of Elgin, you change our community for the better in fundamental, lasting ways.

What guides United Way of Elgin's investment of donor dollars?

United Way of Elgin conducts research to assess the strengths and needs of our community. More than 75 knowledgeable, well-trained volunteers and issue experts work with United Way of Elgin staff to identify the best ways to solve the most pressing issues.

United Way of Elgin's priorities are:

- Access to quality, affordable health care
- Ensuring children are prepared for success when they begin school and then stay in school to succeed
- Ensuring basic needs of area residents are met by promoting long-term financial stability through education and job readiness

United Way of Elgin is also focused on supporting older adults; youth and families; victims of domestic violence domestic violence and sexual assault.

What is United Way of Elgin doing to meet basic needs for people struggling in the current tough economy?

The nation's economic downturn has taken a particularly harsh toll on Elgin's most vulnerable—and the needs are not abating. Food, shelter and hope are becoming increasingly out of reach for many.

Since fall 2008, we've awarded an additional \$54,000 to help people avoid homelessness and hunger, and gain access to the public benefits they need to get back on their feet. However, the pressing needs continue—and so must our response.

In addition, we've invested in and partnered with programs that helped

- 992 low income families access free tax preparation services and secure refunds in excess of \$1.9 million
- Connect hundreds of people to services through the web-based Kane County Guide to Human Services
- Saved individuals more than \$100,000 in discounted prescription costs

Why is United Way of Elgin focused on getting children ready for school?

What happens in children's earliest days and years has enormous influence on their lives—on their personal relationships, their ability to work with others, their emotional resilience, their academic success and more. By getting support to children and their families during the early years, we know we can positively affect the rest of their lives.

The benefits for the entire community include a better-prepared future workforce, fewer troubled teens and increased high school graduation rates.

100 Reasons to Give

1. The need has never been greater and can't be ignored.
2. Helps more than 49,000 people each year.
3. We are a community.
4. Life changes unexpectedly.
5. If there were ever a time to give, it's now.
6. You believe Elgin can do better.
7. If not you, then who?
8. You may have little, others have less.
9. It impacts future generations (and yours, too!).
10. Help strengthen our community for 85 more years.
11. What kind of people would we be if we didn't help our neighbors?
12. 72% of food pantries are unable to adequately meet growing needs.
13. It inspires others to do the same.
14. Give your parents something to brag about.
15. Now more than ever - it's not all about you.
16. It lends support after medical procedures are complete.
17. It's a wise investment guaranteed to produce returns.
18. Someone has given to you.
19. No child should go to bed hungry.
20. Because you can't take it with you.
21. You are a part of Elgin's next generation of leaders.
22. Just \$1 a week for one year provides school supplies for five students.
23. In an instant, you could become the person in need.
24. Improving one life at a time has a ripple effect.
25. Every child deserves a safe home.
26. Your Facebook friends will be impressed.
27. Quality early childhood education increases a child's chances of going to college.
28. One out of 11 households in Illinois doesn't know where its next meal is coming from.
29. Because no one should have to pay full price for prescriptions.
30. Because you may not even realize all that you have.
31. The cost of one \$3 latte per day for a year feeds a family of four for four months.
32. What we have in common is greater than what divides us.
33. When children learn to read, their futures open wide.
34. In lieu of birthday gifts - donate!
35. It's the easiest way to contribute to society.
36. It sets a good example for your children (and their children).
37. Provides hugs for elderly people who live alone.
38. 43% of food pantry clients have a job, but can't afford to feed their families.
39. You have a genuine desire to help others.
40. Strong families = a strong community.
41. Make lemonade out of lemons.
42. You believe in the good in people.
43. Mentor a whole community at once.
44. Prevents drug and alcohol abuse.
45. Be part of the solution.
46. We're building strong, healthy girls.
47. It takes a village.
48. Your Twitter account needs an update.
49. It builds employee teamwork.
50. Gives babies a healthy start.
51. We all need help at times.
52. It's good for business.
53. People are counting on you.
54. Reduce teen pregnancy.
55. Impress the ladies.
56. It gives people hope. It gives you hope.
57. Northern IL Food Bank reported a 35% increase in the number of people seeking assistance.
58. Because it says something about you.
59. Children in families who own their own homes are less likely to become pregnant as teens.
60. Giving back makes life more meaningful.
61. Domestic violence is just not acceptable.
62. Who doesn't love a tax deduction?
63. Because you can.
64. It provides resources to make parents stronger.
65. Unemployment has doubled in the last year.
66. Each of us contributes to the overall greater good.
67. We all need independence and self-sufficiency.
68. You have a desire to leave a lasting positive imprint.
69. It never goes out of style.
70. Because you are a leader.
71. Kane County has the second highest poverty rate in the Chicago region.
72. There are no guarantees in life.
73. The sum is greater than the individual parts.
74. 15% of children in our community live in poverty.
75. Instant winner every time.
76. We are at a make or break point in history.
77. Give once to impact thousands of people.
78. This year, more people than ever need help.
79. You or someone you know was helped by United Way.
80. When adults are gainfully employed, they walk a little taller.
81. Light up someone's life.
82. 2 Make U :)
83. Nearly 31% of families living in poverty are headed by single mothers.
84. Giving is receiving in its purest form.
85. Child abuse is preventable.
86. One donation supports 31 community programs.
87. It's good for your heart.
88. You have the power to make a difference.
89. It's a risk-free way to be a hero.
90. Nearly 50% of the children in Kane Co. are eligible for free or reduced price lunch, an indication of low family income.
91. The voice of many is much stronger than the voice of one.
92. Ignorance is NOT bliss.
93. You can make a difference.
94. Two out of three people living in poverty have jobs.
95. It will make you a better citizen.
96. It feels good. It does good.
97. Kids in after-school programs are less likely to get into trouble with the law.
98. United Way invests only in accountable programs that produce results.
99. The more you give, the more you receive.
100. You care.



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