



EMPLOYEE CAMPAIGN COORDINATOR GUIDE

**United Way
of Northwest Arkansas**
UnitedWayNWA.org

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UNITED WAY OF NORTHWEST ARKANSAS

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UNITED WAY OF NORTHWEST ARKANSAS

OUR MISSION

Uniting our community to empower people and improve lives.

.....

OUR BOLD GOAL

To provide every child a pathway out of poverty.

.....

THE CHALLENGE

Northwest Arkansas is a community that clearly understands the negative effects poverty has on the lives of children, their families and the community at large. The issue of poverty is complex and interconnected. To create lasting change, it will require a community response that is innovative, collaborative and addresses the root causes of poverty.

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WHY THE UNITED WAY?

The United Way of Northwest Arkansas is uniquely positioned to lead the charge against this difficult community-wide problem. We have a decades-long history as a mobilizer of resources. In addition to strong relationships within the social service community, we also have healthy partnerships in the business and government sectors. We will work with all of these partners together to leverage resources for community-wide change.

4 STEPS

to running a successful campaign



1. PREPARE

Plan your campaign in advance and recruit a strong team to help lead your company's effort.



2. INSPIRE

Share the United Way story with all employees and connect them with our work to show how their support can ensure a better future for the community.



3. ASK

Encourage and ask everyone to make a gift.



4. THANK

Make sure everyone feels appreciated for their generosity.

Much of your company's campaign success will be determined by your preparation. The information in this section will walk you through the steps to ensure you are ready to run a successful campaign.

DEVELOP YOUR PLAN

United Way of Northwest Arkansas will help you assess the strengths of last year's campaign and suggest areas for improvement. Remember you are not alone; your United Way Resource Development Team (RDT) is ready and willing to help with planning.

1. Schedule a meeting with your United Way Resource Development Team Member

- Review your organization's campaign history and schedule ongoing meeting dates to plan the campaign

2. Develop a Timeline and Include:

- Length of campaign
- Campaign start and end dates
- Involvement of all company locations (where appropriate)
- Campaign team/volunteer training

3. Set goals for the campaign

Consider setting your goal by:

- Increasing the number of people who give through payroll deduction
- Asking employees to consider increasing their gift from the last year
- Adding donors who qualify for membership in United Way of Northwest Arkansas Giving Societies, including:
 - Tocqueville (donations of \$10,000 or more)
 - Leadership (donations greater than \$1,000 or more)
 - Young Leaders (\$250 donation and ages 40 and younger)
- Asking for a corporate gift or match

4. Run the campaign

- Implement your campaign plan
- Publicize the campaign
- Ask employees for donations using paper forms or online pledging
- Schedule volunteer projects or Day of Impact activities

5. Wrap up the campaign

- Say thank you
- Report results
- Collect feedback and ideas for use the next year

CAMPAIGN IDEAS



STEPPING UP TO THE PLATE

Choose United Way champions to act as ambassadors. They'll organize and motivate employees to give in their department, branch or geographical location.



PARKING FOR PLEDGES

Offer numerous prime parking spots to donors who make significant gifts. The best of those spots are auctioned off in a silent auction throughout the campaign.



CELEBRATE SUCCESS

CEO joins all employees for a post-campaign celebration event.

DEVELOP YOUR CAMPAIGN TIMELINE

Below is a sample timeline that can be used for a workplace campaign. Please regard this as a “perfect world” timeline, one that you would follow under ideal circumstances. Your own timeline should reflect the amount of time you have to plan for the campaign and other factors pertinent to your company’s campaign. Your Resource Development Team will help you develop a timeline that’s right for you and your company.

Prior to Kickoff

- Campaign planning meeting with your Resource Development Team member (RDT)
- Select an Employee Campaign Coordinator (ECC)
- Attend United Way of Northwest Arkansas ECC training
- Recruit additional campaign committee members
- Begin campaign team meetings (meet once per week until campaign). Campaign team meeting should include your Resource Development team member to help develop specific objectives and strategies surrounding business units and special projects - campaign communications, volunteer activities, kickoff event and celebration.
- Plan a calendar of educational activities and events
- Submit requests for educational speakers to your Resource Development Team member
- Set overall campaign goal & communication plan
 - Use campaign posters, web messages and other communication vehicles

During the Campaign

- Host general employee kickoff event
- Deploy Campaign Ambassadors to talk about the United Way with staff and ask them to consider giving
- Send initial engagement email and reminders as appropriate
- Share daily campaign tracking report with campaign team
- Host business unit events to raise awareness and increase participation in engagement
- Continue employee education meetings with the United Way of Northwest Arkansas

After the Campaign

- Announce results to all staff
- Host general campaign celebration
- Send appreciation letters to volunteers
- Thank donors who supported campaign
- Send your campaign results and donor information to the United Way
- Email or call your RDT to schedule pickup of your Campaign Envelope
- Hold meeting to discuss the campaign outcome and evaluate for next year

GIVING SOCIETY CAMPAIGNS

You may wish to focus on one or all of the Giving Societies as a part of your campaign in order to increase overall results. Following is a more in-depth overview of each Giving Society:

Tocqueville Society

A Tocqueville gift is a donation of \$10,000 or more and qualifies the donor for membership in United Way of Northwest Arkansas's most generous Giving Society. These donations help set the standard for charitable giving in Northwest Arkansas and members are a part of a distinguished group of civic and business leaders in our community.

- Work closely with your RDT to plan this portion of the campaign
- Recruit a Tocqueville Chair (It works best if the Chair is a member of the Tocqueville Society)
- Develop a list of prospects based on salary level, position and past giving history
- Host a separate Tocqueville event such as breakfast, luncheon or executive briefing and follow up with each prospect
- Alternatively, consider using peer-to-peer solicitation for a personalized ask for support.

Leadership Society

A Leadership gift is a donation of \$1,000 or more. Leadership Society members understand the importance of long-term investments in our community. Donations at this level are a critical part of a successful employee campaign. The steps for implementing a Leadership campaign are similar to those for the overall campaign. Allow your RDT to help in planning.

- Recruit a separate Leadership Ambassador
- Develop a list of prospects based on salary level, position and past giving history
- Host a Leadership event such as a breakfast, luncheon or happy hour where Leadership Society information can be presented. Follow up with each prospect.

Young Leaders' Society

Young leaders are tomorrow's community leaders and philanthropists. The Young Leaders' Society is open to those 40 years of age and younger who give \$250 or more annually to the United Way of Northwest Arkansas. Your RDT can help plan your Young Leaders' campaign

- Recruit a Young Leaders Ambassador, who ideally is 35 years old or younger
- Develop a list of prospects based on age
- Host a Young Leaders' event such as a breakfast, luncheon or happy hour where Young Leaders Society information can be presented.

2 INSPIRED

You can inspire your company's employees to give generously by educating them about the United Way and helping them engage in the organization's work. This section includes ways to spread the word about your company's campaign and encourage contributions.

PROMOTE AND PUBLICIZE

Education, storytelling and information are the keys to reaching your fundraising goal. Your RDT will help you create an atmosphere of enthusiasm as you inform employees about how their contributions help change lives forever in our community.

Promote your United Way giving campaign as a short, fun initiative once a year. Inform employees of campaign dates and provide them with information using the following Campaign Promotion Timeline.

CAMPAIGN PROMOTION TIMELINE

Before the campaign

- Raise awareness of the upcoming campaign
- Thank donors for their previous support
- Share a schedule of campaign activities

During the campaign you should be able to provide

- Information about how to complete the engagement form
- Success stories and personal stories
- Messages asking for donations
- Employee education
- Campaign video
- United Way of Northwest Arkansas speakers
- Awareness events
- Information about incentives or matching corporate gifts

After the campaign

- Highlight campaign results
- Thank donors for the contribution

Ideas for promoting your company's campaign

- Group presentations
- Letter from your CEO
- Posters
- Kiosks
- Flyers
- Email messages
- Employee testimonials (print or video)
- Volunteer projects
- Company newsletter (printed or electronic)
- Lunchroom table tents
- Intranet site
- Success stories
- Personalized company campaign video

CAMPAIGN IDEAS

GET ACTIVE

Consider hosting an event, silent auction, walk or run – all easy ways to raise money for your campaign.

ALL ACROSS NORTHWEST ARKANSAS

Host breakfast kickoff events at every single branch location with a brief presentation from a United Way of NWA representative



DAYS OF IMPACT

Engage Employees Through a Volunteer Project

A Day of Impact is one of the best ways to engage your company's employees with the United Way. Whether it takes place in the community or in the office, a Day of Impact is an opportunity for donors to work together to have a direct impact on people in Northwest Arkansas. It can also be a great team-building event. Additional information is also available at UnitedWayNWA.org, select "Get Involved."

Days of Impact Opportunities

- Live United Day – April
- Fill the Bus – Summer

United Way Volunteer Committee Opportunities

The United Way of Northwest Arkansas offers additional opportunities to serve the community by participating on our investment grant panels and various leadership committees. Panel and committee selection varies based on criteria, including volunteer experience and seasonal recruitment. To learn more, visit UnitedWayNWA.org or email volunteer@unitedwaynwa.org.

3 ASK

Asking for a gift is by far the most important step of an employee campaign. The number one reason that people do not give is because they were never asked. It is important to allow every employee to make an educated, personal decision about giving to United Way of Northwest Arkansas. It is also critical to explain that United Way of Northwest Arkansas gives donors two ways to contribute.

First, gifts made directly to the United Way achieve the greatest benefit in Northwest Arkansas. Collectively, they support our effort to provide every child a pathway out of poverty. Funding of projects is determined by Community Investment Grant Panels. The volunteers serving on these panels represent the community and include experts from philanthropic and community organizations.

Second, as a community service, United Way of Northwest Arkansas also makes it possible for a donor to choose a specific service provider to receive their gift.

Here are some different ways to make the ask:

Include Everyone

- Start at the top – ask company leadership to set the example by making their contributions early
- Include off-site and remote employees

Inform Employees

- Hold a campaign kickoff or rally to start your campaign
- Invite your RDT to discuss the community's needs and ask for support at a specially created or pre-existing staff meeting
- Create options for an online meeting to reach remote employees or those who can't leave their desks during work hours
- Keep the meeting brief, lively and informative
- Thank employees for their participation
- Make individual peer-to-peer asks for support. This is especially effective when asking for a Giving Society donation or engaging new employees
- Highlight corporate support, including employee match of donations
- Designations: A \$100 minimum donation is required for designations. Recipient must be a 501c3, as defined by the IRS, serving Northwest Arkansas.
- Designations under \$500 that do not meet these requirements will be included in the general Community Impact fund.

CAMPAIGN IDEAS



CONNECT TO THE CAUSE

Consider hosting a Day of Impact volunteer opportunity.



AGE IS JUST A NUMBER

Hold a Young Leaders' breakfast event – targeting employees who are 40 or younger and starting to move into leadership positions. The breakfasts include an opportunity to network, meet with the president or a senior leadership member, and hear about the impact work of the United Way.

4 THANK

The two most important words to remember and the ones that people appreciate the most are THANK YOU! Thanking everyone involved, from those who donated to those who helped implement the campaign, cannot be overemphasized and goes a long way to ensure their long-term support. There are two great ways to thank donors, through United Way and through your workplace campaign:

1. Thank donors through United Way

- Share the details of who gave to the campaign so United Way of Northwest Arkansas can thank individual donors. Letting United Way thank donors will also help your campaign going forward as it helps retaining donors.
- Donors who gave at a Society Giving level will receive additional benefits. It is important to provide the donor contact information to your RDT, so they can receive information about the exciting events, networking activities and rewarding volunteer opportunities.

2. Thank donors through the workplace campaign

- Post thank you posters around your workplace
- Send thank you letters or emails to company campaign volunteers
- Highlight givers of a certain level in a public space
- Host an event for donors who give at a certain level
- Give a special gift or host a special reception for campaign team leaders and your campaign committee
- Publicize results via your company newsletter, email or intranet
- Celebrate your success!

Report Results

Timely reporting of the campaign results of the campaign is an important part of wrapping up your United Way of Northwest Arkansas Campaign.

- Throughout the campaign - collect all cash, checks, engagement forms and other gift information.
- Keep special event donations separate from individual contributions.
- Proof **Engagement Forms** submitted by donors to make sure they are filled out correctly and complete the **Donor Excel Worksheet**.
- Schedule a time with your RDT to come to pick up campaign results.
- Your RDT will bring the envelopes and will compile/count the campaign results with you for processing.

If you have questions about reporting campaign results, please contact your Resource Development Director or call 479-750-1221.

CAMPAIGN IDEAS



CAMPAIGN THANK YOU IDEAS

CEO hosts an appreciation event for all Tocqueville donors. Consider thanking your employees for donating by hosting an ice cream social, pizza party or a jeans day.



LUNCH AND LEARN

Host a separate lunch for each of their Giving Society Campaigns to share more information about their United Way campaign.

Plan for Next Year

Getting an early start to next year's campaign allows you the opportunity to execute an even more successful campaign for years to come.

- Gather feedback about the campaign from senior leadership, the campaign committee and United Way of Northwest Arkansas staff.

- Leave notes and resources for volunteers to use next year.
- Identify next year's ECC and have them plan to attend future ECC training sessions.
- Implement a new-hire program that gives new employees an opportunity to contribute when they join the company and learn more about how the organization supports the local community.
- Work with the United Way to develop and hold year-round individual or group volunteer events.
- Implement a year-round communications program that shares the impact of United Way's work in the community with your employees and offers opportunities for them to be involved outside of the campaign.

RESOURCES

United Way Resource Development

United Way Resource Development - Contact your United Way to ask questions or get any information needed to help you run a successful campaign. They will help you energize, engage and inspire employees throughout your campaign. They are your greatest resource and an important part of your TEAM. Contact them for help with your questions, scheduling volunteer opportunities and implementing new campaign strategies.

United Way Website

Visit UnitedWayNWA.org to learn about our work and to download campaign materials, success stories, photos, logos, sample emails and other campaign tools.

Employee Campaign Coordinator Guide

To energize and educate your committee and campaign team, equip them with this useful guide.

Giving Society Overviews

A more in-depth overview of each of our leadership giving societies.

United Way Campaign Video

Share this video to help and inspire your colleagues to get involved! It's easy to share on social media using the quick share buttons on the homepage feature stories.

Posters

Placed in common areas, these can educate and inspire employees throughout the campaign.

For additional information, please contact wpg@unitedwaynwa.org.

EMPLOYEE CAMPAIGN COORDINATOR GUIDE

UnitedWayNWA.org | [@UnitedWayNWA](https://www.instagram.com/UnitedWayNWA)



THANK YOU

For volunteering your time as an
employee campaign coordinator!

EMPLOYEE CAMPAIGN COORDINATOR GUIDE

For additional information, please contact
wpg@unitedwaynwa.org.

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