

BECOME A COMMUNITY LEADER AND MANAGE YOUR WORKPLACE CAMPAIGN!

The Workplace Campaign is a high-profile United Way fundraising activity. And, these campaigns are magic! When staff members participate by donating \$1-\$2 dollars per paycheck (tax free) your workplace provides significant local support and it feels great! Workplace Campaigns represent a significant portion of the funds we gather to invest in local nonprofits and programs serving all of us. For United Way of West Central Illinois, Workplace Campaigns are very important because our small office is responsible for answering the call for hundreds of thousands of dollars every year.

Workplace giving is an easy and effective way to help employees make a difference and show them that their workplace is actively supporting the local community's most important issues. Employees of an account are given an opportunity to support United Way by donating a portion of their paycheck.

Giving by payroll deduction is pre-tax and for the price of a can of soda, employees can participate without missing those dollars!

Here you will learn how to:

(with the assistance of our local United Way Staff)

- Recruit & train Employee Campaign Managers
- Host a community-wide Campaign Kick-off
- Implement Workplace Giving Best Practices
- Use fundraising volunteers to thank and remove barriers and obstacles

UNITED WAY OF WEST CENTRAL ILLINOIS



Loving Bottoms Diaper Bank

serves Knox, Warren, Mercer, Henderson counties in West Central Illinois. Every year, the organization benefits from our local United Way's annual campaign. Pictured above is LeeAnn Porter, founder and Executive Director.

**“Employee Campaign
Managers engage
coworkers in building
a stronger community
by planning, organizing,
and coordinating
a successful campaign.”**



Employee Campaign Managers (ECMs) play an essential role in every Workplace Giving Campaign.

They engage coworkers in building stronger community by planning, organizing, and coordinating a successful United Way Campaign. Employee Campaign Managers develop career-building skills, increase networking opportunities and recognition within their organizations, and gain expert knowledge of the impact workplace giving makes on our local community.

“Within specific workplaces, it is also important to consider the organization’s capacity and encourage the Employee Campaign Managers to follow basic best practices.”

best practices for your organization’s workplace campaign can be found on the following page



WE HELP YOU HOST A CAMPAIGN KICK-OFF

A Kick-Off is important as it excites your co-workers about the campaign, provides local United Way leaders with a chance to explain our mission, and gives colleagues an opportunity to be part of an important philanthropic mission. What is unique to United Way of West Central Illinois is the fact that our office administration cost is absorbed by an endowment given to us by Len G. Everett in the 1980s. **This allows us to allocate more to regional nonprofits and programs that are supporting you, a loved one, or a neighbor in a beneficial way.** This also makes asking your colleagues to donate easier. Dream big and do what you think a co-worker would like --- we will help you!

WORKPLACE GIVING BEST PRACTICES

THANK YOU FOR YOUR INTEREST IN HELPING OUR COMMUNITY - our campaign cannot be successful without you!

With this guide, you will ensure successful campaign practices are being implemented. While each Workplace Giving Campaign account will have different tactics and plans to grow, there are tried-and-true practices that are common across every account.

BEST PRACTICES FOR EMPLOYEE CAMPAIGN MANAGERS:

1. RECRUIT A TEAM:

Recruit a diverse team in your workplace that includes staff members from different departments (e.g. management, administration, labor, etc.) and representing every culture and language (we can even help you translate forms - and our website is ready)!

2. LOCK DOWN LOGISTICS:

Welcome United Way staff members to answer questions or offer ideas. Discuss campaign strategies that fit your individual needs and goals.

3. SET A GOAL AND MAKE IT WORK:

We love to help you with strategies that are realistic and that will work with your specific needs. Let us help determine your goal and support your efforts, which may include reaching out to your corporate office too!

4. RALLY THE TROOPS AND MAKE THE ASK:

The number one reason people say they do not give is because they were not asked. Make sure that everyone is given the opportunity to make contributions. Use an organization kick-off, department meetings, and/or one-one-one conversations to encourage participation.

5. COMMUNICATE:

Launch workplace campaigns with creative communications and keep that communication up regularly to maintain excitement and engagement. If you need assistance, reach out to our United Way staff!

6. THANK AND INFORM:

Always recognize donors and make sure to show them the impact their contributions make to our local community. A great deal of information is available on our website, but once again, we are happy to share more with you!

7. EXECUTE DONOR RETENTION EFFORTS

Retaining support from today's donors and volunteers is a priority for United Way to advance change in the community. The relationships we have with our donors and volunteers will grow when we connect with the issues they agree are important and when they believe we hear them, respect them, and continue to be good stewards of their dollars and their time.

Please contact us at jeannie@wcunitedway.org or for assistance. The United Way West Central Illinois team are happy to help!

CAMPAIGN PLANNING WORKSHEET

1. ORGANIZE & TRAIN YOUR CAMPAIGN TEAM

List your campaign team. A good ratio is one campaign team member per every 25 employees.

TEAM MEMBER	ROLE

2. GET BUY-IN AND SUPPORT FROM PEERS OR ORGANIZATION LEADERS

List your PEERS or ORGANIZATION LEADERS and how they will communicate their support during your campaign.

NAME	MESSAGE & DELIVERY

3. SET CAMPAIGN DATES & GOALS

START DATE: _____ END DATE: _____

C A M P A I G N G O A L S		
	PRIOR YEAR RESULTS	CURRENT YEAR GOAL
Employee Participation (%)		
Employee Pledges (\$)		
Corporate Gift (\$)		
Leadership Givers (#)		
Total Dollars Raised (\$)		

Campaign planning meeting dates: _____, _____, _____, _____

4. EDUCATE YOUR COLLEAGUES ABOUT UNITED WAY'S IMPACT

Write down a basic communication plan, including topics, and how and when, you will get the word out.

TOPIC	HOW	WHEN

CAMPAIGN PLANNING WORKSHEET

5. INVITE EVERYONE TO INVEST

Determine how all employees will be asked (paper pledge form, email with link to online pledge form, etc.).

Paper Pledge Form (ALSO AVAILABLE ON WEBSITE CAMPAIGN PAGE)

- How will they be distributed?
- How will they be collected?
- How are you checking that all donor information has been provided?

Online Pledge Form (usually used for peer-to-peer campaigns)

- How will the link be distributed?
- How are you ensuring that all donor information United Way needs is captured?

6. THANK YOUR COLLEAGUES FOR THEIR DONATIONS

Think of ways to show appreciation to everyone who invests. Consider providing incentives. Find out if your company has a budget for this, AND REMEMBER, UNITED WAY OF WEST CENTRAL ILLINOIS HAS A BUDGET FOR THIS - JUST ASK US!

WAYS OUR COMPANY WILL THANK DONORS

7. IMPLEMENT A NEW HIRE / RETIREE PROGRAM

As a way to assist with natural turnover in a company, it is important to include giving to United Way of West Central Illinois in your new hire and retirement processes.

- Can/how will new hires be introduced to United Way of West Central Illinois during onboarding?
- Do/could you engage retirees in your workplace giving campaign?
- Are your company's retirees aware that they can continue to give to United Way of West Central Illinois and that there are payment options just as convenient as pledging?

8. ENGAGE YEAR ROUND

Generate ideas, activities, and events that will help you communicate year-round to your colleagues about United Way of West Central Illinois --- and do not hesitate to contact us for any additional help you need!

MONTH	IDEA/ACTIVITY/EVENT