

# 2021-22 WORKPLACE CAMPAIGN PACKET

# COMMUNITY

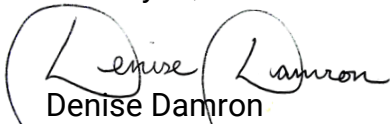


## Hello Workplace Campaign Chair!

Thank you for taking on this role as the United Way Campaign Chair, or United Way Champion, at your workplace! As a United Way Champion, you are making a large impact for many individuals in our community! Over 35,000 individuals will be impacted by this campaign!

We have prepared this guide to help you in your role! We have compiled the secrets to having a successful campaign! Your work in this role allows United Way to work to empower all individuals to achieve their potential through education, financial stability, and healthy lives! Please reach out to us at 573-221-2761 or [director@unitedwaymta.org](mailto:director@unitedwaymta.org) if you need anything throughout this process!

Thank you,

  
Denise Damron  
Executive Director



# UNITED WAY CAMPAIGN 101:

## NEW TO UNITED WAY? THIS PAGE IS FOR YOU!

Since 1939 in the Hannibal area, local businesses, individuals, and organizations have given through a community campaign to make great things happen. This community campaign, once known as the Community Chest and the Red Feather Society is now the United Way Campaign! Over 15 million dollars have been raised and invested in the local community through this yearly campaign.

It is our mission at United Way to increase the capacity of people to care for one another. Basically, it is our mission to create opportunities for people to care for others by giving of their time, talents, and treasures in order to see our vision for the community come to life—a community where all individuals are empowered to achieve their potential. We work to support critical services in our community—we want to ensure everyone has access to food, water, shelter, safety, & security. We also want to provide opportunities for upward mobility—supporting educational efforts and programs that promote self-sufficiency. These are our priorities and what we do with dollars given to the campaign.

## WHY GIVE TO UNITED WAY?

When people give to the United Way Campaign, they are giving to the local community. Ninety-eight percent of dollars raised during the campaign stay in the local community. Each spring non-profit organizations providing human services in Lewis, Marion, Monroe, Ralls, and Shelby Counties can apply to become a member organization of United Way.

Organizations fill out extensive applications and are interviewed by a committee of community members. Organizations are then selected through this process to become member organizations of the United Way. Those member organizations benefit from dollars invested in the United Way Campaign. Giving through the United Way Campaign is a way all individuals can make a positive impact in the local community directly through the work of our great area organizations.

## WHAT ORGANIZATIONS BENEFIT FROM THE CAMPAIGN?

This year the following local non-profit organizations were selected to receive dollars through the United Way Campaign.

- AVENUES
- CHART Teen Task Force
- Douglass Community Services
- Families and Communities Together (FACT)
- Hannibal Alliance for Youth Success (HAYS)
- Hannibal Free Clinic
- Hannibal Parents as Teachers
- Harvest Outreach
- Legal Services of Eastern Missouri
- Learning Opportunities/Quality Works (LOQW)
- Monroe City Food Pantry
- Monroe City Senior Nutrition Center & Palmyra Senior Nutrition Center
- Monroe City Student Success Center/PAWS Program
- Northeast Community Action Corp (NECAC)
- Salvation Army of Hannibal
- Senior Citizens Community Center in Paris
- Shelby County Senior Citizens
- The Child Center
- YMCA of Hannibal

Birthday Blessings and the After-School Workforce Development Program at Douglass Community Services also received one-time Venture Grants.

## HOW CAN WE GIVE TO THE CAMPAIGN?

There are several ways to give through the Workplace Campaign. Many local companies give a corporate gift to United Way in addition to asking all employees at the company to give. Employees can give the following ways:

- **PAYROLL DEDUCTION:** Each paycheck dollars are taken out and given to the United Way
- **ONE-TIME GIFT:** Employees give a one-time gift either through their paycheck or by giving a cash gift/writing a check
- **THROUGH A SPECIAL EVENT/ACTIVITY:** By holding special events and activities that support United Way

**GIVE. ADVOCATE. VOLUNTEER.**



# WORKPLACE CAMPAIGN GIVING LEVELS:

*Any business or organization that participates in the Workplace Campaign is able to be recognized under the following giving levels. The Workplace Campaign Success Levels or total giving can qualify a business or organization to be recognized at one of the giving levels.*

## WORKPLACE CAMPAIGN SUCCESS LEVELS:

- \$25 Average Gift Per Employee
- Have Workplace Campaign with 75% Employee Participation
- Give a Corporate Gift/Sponsorship of \$1,000+(excluding non-profits)
- Participate in or host United Way Special Event/Activity

## PLATINUM GIVING LEVEL

Total Workplace Campaign of \$10,000+ or meet all Success Levels

## GOLD GIVING LEVEL

Total Workplace Campaign of \$5,000-\$9,999 or meet 3 Success Levels

## SILVER GIVING LEVEL

Total Workplace Campaign of \$2,500-\$4,999 or meet 2 Success Levels

## BRONZE GIVING LEVEL

Total Workplace Campaign of \$1,000-\$2,499 or meet 1 Success Level

## COMMUNITY ACHIEVEMENT LEVEL

Any small business or organization that gives \$100+ to Campaign

## CITATION FOR COMMUNITY SERVICE

Any company/organization participating in the Campaign for the first time

*Giving Level Recognition will be presented at the United Way Annual Meeting and included in our Annual Report.*

**GIVE. ADVOCATE. VOLUNTEER.**



# LEADERSHIP GIVING LEVELS:

**Any individual or couple that donates at the following levels directly to United Way or through their Workplace Campaign is eligible for the following recognition:**

- **TOCQUEVILLE SOCIETY—\$10,000+ PER YEAR**

Gift of \$193+ per week —The Tocqueville Society is a United Way Worldwide recognized giving level.

- **MARK TWAIN GIVING SOCIETY—\$5,000-\$9,999**

Gift of \$97+ per week

- **COMMUNITY ADVOCATE GIVING SOCIETY—\$2,500-\$4,999**

Gift of \$48+ per week

- **ROY HARK GIVING SOCIETY—\$1,000-\$2,499**

Gift of \$20+ per week

- **LIVE UNITED GIVING SOCIETY—\$750-\$999**

Gift of \$15+ per week

- **LEADERSHIP GIVING SOCIETY—\$500-\$749**

Gift of \$10+ per week

***Awards will be presented at the United Way Annual Meeting and list of award winners will be printed in the Annual Report.***

**GIVE. ADVOCATE. VOLUNTEER.**



# UNITED WAY CASH INVENTIVE PROGRAM:

- Open to all Businesses/Organizations that host a United Way Workplace Campaign
- Businesses/Organizations pay \$100 to participate
  - Dollars from participating businesses/organizations are combined to make up the cash pot
- Any employee at a participating business/organization who gives \$2 a week (\$104 per year) is eligible to win the cash pot



***Larry Purpich, an employee at Spartan Light Metal Products, won the Cash Incentive Drawing by giving \$2+ per week during the 2017-18 United Way Campaign.***

**GIVE. ADVOCATE. VOLUNTEER.**



# HOW TO RUN A SUCCESSFUL CAMPAIGN:

## #1

### MEET WITH LEADERSHIP AT COMPANY AND ESTABLISH A COMMITTEE

Having support for United Way from the company's leadership and a committee to assist in the process makes holding a Workplace Campaign that much easier! Ensure leadership and committee members understand the work of United Way and why the company and the employees at the company should support United Way. If company leadership and committee members all publicly endorse the United Way that is crucial to success! Having committee members from various departments within the workplace allows for more people to be educated on what United Way does.

## #2

### SET FUNDRAISING GOAL, ESTABLISH INCENTIVES, AND CREATE ACTIVITIES

By having a goal, that allows there to be something to work towards. Giving incentives to employees for giving to United Way and holding activities that benefit United Way adds a fun element into supporting the United Way Campaign. Look at the back of this manual for sample incentives and activities.

## #3

### EDUCATE INDIVIDUALS ABOUT UNITED WAY AND PUBLICIZE FUNDRAISING GOAL

The more employees who know and understand the work of United Way, the better! Many companies send out our weekly e-newsletter and videos to all of their employees to help people better understand the work of United Way. United Way posters and graphics around also ensures people recognize the United Way brand. We invite you to have employees from your company participate in our Week of Caring where employees can volunteer at local United Way organizations to gain a better understanding of the work of the organizations benefiting from the campaign. Share photos from the volunteer projects within your company! Share what your company's fundraising goal is with employees! Our goal thermometers are great to post around the company!

## #4

### SCHEDULE A FORMAL UNITED WAY PRESENTATION AND DISTRIBUTE PLEDGE CARDS

Organizations that have a formal United Way presentation where individuals with United Way come to the workplace and share about the work of United Way have larger giving than those companies that do not have a formal presentation. At these presentations (which are often scheduled with another regular meeting), pledge cards are passed out. Leadership from an organization benefiting from the United Way Campaign shares the importance of giving to United Way. Many companies require their employees to fill out a card whether they choose to give to the campaign or not. This is the most effective way to ensure all pledges are received. Set a deadline to receive pledge cards.

**\*\*This presentation can be done in video form due to COVID-19\*\***

## #5

### COMPLETE PAPERWORK AND RETURN TO UNITED WAY

Once pledge cards are received from your employees, paperwork for United Way is completed, your job for the year is done! We have a Campaign Report Form that is required to be completed so we have the information we need to run a successful organization.

## #6

### THANK SUPPORTERS

Thanking individuals who volunteered to help with the campaign, company leadership, and those who contributed to the campaign is an important aspect. Individuals who give to United Way make a large difference in the community. Please know how much your efforts are appreciated by us!

**GIVE. ADVOCATE. VOLUNTEER.**



# OUR UNITED WAY CAMPAIGN:

## #1

### MEET WITH LEADERSHIP AT COMPANY AND ESTABLISH A COMMITTEE

Meeting date with company leadership about United Way Campaign: \_\_\_\_\_

#### COMMITTEE MEMBERS:

_____	_____	_____
_____	_____	_____
_____	_____	_____

## #2

### SET FUNDRAISING GOAL, ESTABLISH INCENTIVES, AND CREATE ACTIVITIES

#### FUNDRAISING GOAL:

#### LAST YEAR'S CAMPAIGN

#### GOALS FOR 2020-21 CAMPAIGN

#### TOTAL NUMBER OF EMPLOYEES AT COMPANY

United Way Worldwide requires a report that includes the total number of individuals solicited through Workplace Campaigns.

_____	_____
-------	-------

#### TOTAL NUMBER OF EMPLOYEES GIVING

Set a goal for the number of employees you want to have give to the campaign.

_____	_____
-------	-------

#### TOTAL DOLLARS FROM EMPLOYEE GIVING

Set a goal of how many dollars you want to raise through employee giving—increasing slowly year to year is a great goal.

_____	_____
-------	-------

#### CORPORATE GIFT

Discuss with your team and company leadership about a corporate gift. Many local companies match their employee's gifts as their corporate gift.

_____	_____
-------	-------

#### OTHER GIVING

These gifts can come from special events and activities hosted within the workplace.

_____	_____
-------	-------

#### TOTAL DOLLARS FROM WORKPLACE CAMPAIGN:

_____	_____
-------	-------

**GIVE. ADVOCATE. VOLUNTEER.**



# OUR UNITED WAY CAMPAIGN:

## ESTABLISHING INCENTIVES (SEE SHEET FOR GREAT IDEAS):

\$___ per paycheck (\$___ per year)	_____	_____	_____
\$___ per paycheck (\$___ per year)	_____	_____	_____
\$___ per paycheck (\$___ per year)	_____	_____	_____
\$___ per paycheck (\$___ per year)	_____	_____	_____

## CREATING ACTIVITIES (SEE SHEET FOR GREAT IDEAS):

DATE:	ACTIVITY:	DETAILS:	WHO IS IN CHARGE:

## #3 EDUCATE INDIVIDUALS ABOUT UNITED WAY AND PUBLICIZE FUNDRAISING GOAL

- ☐ Company Leadership/Committee sends out E-mail
- ☐ Put Campaign Supporter Signs in Yard
- ☐ Share United Way E-Newsletter and Videos
- ☐ Hang up informational posters
- ☐ Hang up Goal Posters
- ☐ Do a count-down to the Campaign Kick-Off Day
- ☐ Have informational booth
- ☐ Have pre-campaign celebration
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

**GIVE. ADVOCATE. VOLUNTEER.**



# OUR UNITED WAY CAMPAIGN:

## #4

### SCHEDULE A FORMAL UNITED WAY PRESENTATION AND DISTRIBUTE PLEDGE CARDS

Date(s) and Time(s) for United Way Presentation: \_\_\_\_\_

United Way Organization(s) we would like to have attend: \_\_\_\_\_

Information we would like highlighted:

---

---

Things we need:

---

---

*Space for brainstorming—also include on Pre-Campaign Report Form.*

## #5

### COMPLETE PAPERWORK AND RETURN TO UNITED WAY

- ☐ Collect Pledges
- ☐ Complete Campaign Report Form & Donor Report Form (if not turning in cards) found at <https://unitedwaymta.org/annual-campaign>
- ☐ E-mail the Electronic Report Forms to [director@unitedwaymta.org](mailto:director@unitedwaymta.org)
- ☐ If using pledge cards, take them and report form to the United Way Office or call the United Way at 573-221-2761 to have someone come pick them up!

## #6

### THANK SUPPORTERS

Make a plan on how individuals who give to the campaign will be thanked within your company! A simple note, ice cream social, or special lunch is an easy and great way! Let us know at United Way if we can help!

OUR PLAN:

---

---

**GIVE. ADVOCATE. VOLUNTEER.**



# CAMPAIGN IDEAS:

## WORKPLACE CAMPAIGN GIVING INCENTIVES:

- Paid Day Off Work
- Sleep in Late Coupon/Off Early Coupon
- Free Meal/Food (lunch, breakfast, etc.)
- Jeans Day/Casual Dress Day Passes
- Boss does your job for a day
- Car started and windows scraped clean during snow days in January
- Free Babysitting
- Lottery Tickets
- Reserved Parking Spot
- Car Wash Coupon
- Company Promo Items
- Tickets to movies/sports/concerts
- Trendy electronics
- Restaurant Gift Cards
- Hotel Stay
- Gas Gift Card
- Gift Baskets
- If goal met boss has to kiss pig, take pie in face, get taped to wall, etc.

## ACTIVITIES/SPECIAL EVENTS FOR THE WORKPLACE CAMPAIGN:

- **BINGO**  
Sell BINGO cards. First person with a BINGO wins a prize.
- **SILENT AUCTION/TABLE SALE**  
Have items brought in and sell them in a silent auction/yard sale format
- **FUNDRAISING LUNCH**  
Host a lunch—grill, have food brought in by employees, or catered—sales benefit UW Campaign
- **SPARE CHANGE JARS**  
Put spare change jars near vending machines and gathering spaces. Ask employees to deposit their spare change throughout year to benefit United Way.
- **BOOK/DVD/GAME SALE**  
Have employees bring in old books, DVDs, and games. Sell them to benefit United Way.
- **APPRECIATION/COMPLIMENT GRAMS**  
Sell candy bars, balloons, or other items with appreciation notes for employees to send to each other.
- **GUESS THE NUMBER**  
Fill a clear jar with candy or other items. Charge people to guess to guess the number. Person closest wins
- **LATE FEE**  
Charge individuals who arrive late to meetings a late fee to benefit United Way
- **JEAN STICKERS**  
Sell jean stickers that can be used at any time by an employee
- **LOTTERY TICKET RAFFLE (OR ANY RAFFLE)**  
Purchase Lottery Tickets and sell chances to win the lottery ticket bundle.
- **FLAMINGOS**  
Company purchases inexpensive flamingos (or other funny item). People pay to have each other's offices/desks flamingoed. Employees can purchase flamingo insurance to prevent flamingos from flocking their workspace.
- **THEME PARTY**  
Everyone dresses up in a specific theme. People pay for food and to participate in activities at the party(Mardi Gras, Hawaii, etc.)

**GIVE. ADVOCATE. VOLUNTEER.**



# SAMPLE INCENTIVE LEVELS:

## WE APPRECIATE YOUR CONTRIBUTIONS TO OUR COMMUNITY!

### HERE'S OUR WAY OF SAYING THANKS...

#### Donation

**\$2.00/wk**  
(\$4.33/pp)



- 1 parking spaces
- Entrance to United Way trip raffle

**\$4.00/wk**  
(\$8.66/pp)



- 5 individual days off with pay
- 2 parking spaces

**\$6.00/wk**  
(\$13/pp)



- 6 individual days off with pay
- 2 parking spaces

**\$7.00/wk**  
(\$15.66/pp)



- 8 individual days off with pay
- 2 parking spaces

**\$9.00/wk**  
(\$19.50/pp)



- 2 packages of 1 week of vacation
- 9 individual days off with pay
- 2 parking spaces

Turn in your pledge prior to Dec 1 for a chance to win one of 10 pairs of movie tickets!

\*Raffle chances are cumulative.

You will receive all raffle chances at your donation level and lower.\*

\*\*ONE day off with pay and ONE parking space – we draw from the top level down\*\*

Your pledge will come out of your paychecks beginning in 2018. Please be sure to write in your pledge based on a bi-weekly payroll. Ex: If you would like to donate a total of \$78 per year, mark \$3 per paycheck. You can also choose to designate your gift to any United Way funded agency on the back of your card, see list below.

#### Fair Share Contributors (1 hour's pay per month):

- \$1000 cash (General UWMTA award)
- 4 Cardinals Tickets, Home Field Box, Section 150 (date TBD)

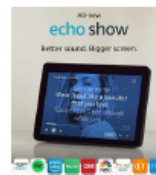
+ Eligible for lower level prizes



#### \$6 per paycheck contribution (\$156 a year):

- Free Vacation Day (2 winners)
- Echo Show (1 winner)
- Fire TV Cube (1 winner)
- Kindle Fire 7 + Alexa + 8GB (1 winner)
- Pyle Bluetooth Speaker (1 winner)

+ Eligible for lower level prizes



#### \$3 per paycheck contribution (\$78 a year):

- \$25 Walmart gift card (2 winners)
- Solar Powerbank/Charger (2 winners)
- Echo Dot (1 Winner)
- 3 Monthly Parking Spaces (36 winners)

+ Eligible for lower level prizes



#### Contribution of a \$25 overall donation:

- Watlow Powerbanks (portable power, any e-device) (10 winners)



GIVE. ADVOCATE. VOLUNTEER.



# UNITED WAY CONTACT:

**THROUGHOUT THE WORKPLACE CAMPAIGN PROCESS, IF YOU HAVE ANY QUESTIONS OR NEED ANYTHING PLEASE REACH OUT TO US! WE ARE SO EXCITED TO HAVE YOU HELP US WITH OUR 2020-21 UNITED WAY BE A HERO CAMPAIGN. TOGETHER WE CAN WORK TO EMPOWER ALL INDIVIDUALS TO ACHIEVE THEIR POTENTIAL THROUGH EDUCATION, FINANCIAL STABILITY, AND HEALTHY LIVES.**

## UNITED WAY OF THE MARK TWAIN AREA

3062 Highway 61 North  
PO Box 81  
Hannibal, MO 63401  
Office: 573-221-2761  
Website: [unitedwaymta.org](http://unitedwaymta.org)

Denise Damron  
United Way Executive Director  
[director@unitedwaymta.org](mailto:director@unitedwaymta.org)

Jeann Morrison  
United Way Office Manager  
[office@unitedwaymta.org](mailto:office@unitedwaymta.org)

**GIVE. ADVOCATE. VOLUNTEER.**

