



2024/2025 Campaign Leaders Guide Running a United Way Campaign (In- Person, Hybrid, or Virtually)



We bring people together to make great things happen.

United Way
of Anderson, Campbell,
Morgan, & Scott Counties



Running Your United Way Campaign

a guidebook for successful workplace fundraising

United Way of Anderson County

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Welcome !

Your time, commitment, and investment as a Campaign Coordinator is the driving force behind the success of your company's campaign.

At United Way, we believe that the power to transform lives lies within our community through individuals like you and your colleagues. Your involvement in this campaign is not just appreciated—it is essential, it is through your dedication and generosity that we can make a meaningful impact, right here where you call home.

Every dollar given through Campaign Contributions stay in your community, ensuring that your donations directly benefit your neighbors, friends, and family members. Your support provides essential resources for children, aids families in crisis, and ensures that our elderly community members receive the care they need. This local impact is what makes our mission so powerful.

We are here to support you every step of the way. Please feel free to reach out to our team if you run into any pitfalls during the process. We hope you utilize the resources provided in this guidebook and online to help you plan, execute and enjoy the campaign process.

We are thrilled to collaborate with you. Thank you for your support as we join forces to make a meaningful impact right here in the community you call home.

Together we Thrive.



Ada Hernandez-Bell
Executive Director





Employee Campaign Coordinator Job Description

MISSION

To unite the community and mobilize resources so every child, individual, and family can thrive.

VISION

A community where every person has an equal chance at a bright future

GUIDING PRINCIPLES

- Youth Development
- Self-Sufficiency
- Senior & Health Services

Position

Employee Campaign Coordinators (ECCs) oversee their organization's campaign to promote United Way's community impact. Serving as the main contact, ECCs enhance their leadership and project management skills by developing communication strategies and organizing events. They receive guidance and support from a United Way Relationship Manager throughout the campaign.

SPECIFIC RESPONSIBILITIES

- ▶ Plan a campaign kick-off event, generating excitement about the campaign and inspiring participation
- ▶ Review your organization's prior year campaign performance, identifying opportunities and challenges
- ▶ Meet with your organization's leadership to set goals, determine corporate gift, and secure pledge incentives
- ▶ Connect with your United Way liaison regularly, seeking input and providing updates
- ▶ Announce the campaign dates and goal to all employees, outlining the importance of the United Way campaign
- ▶ Generate enthusiasm around the campaign, displaying campaign materials and encouraging participation
- ▶ Develop a workplace campaign volunteer team, as needed, to accomplish your goals
- ▶ Identify creative ways to demonstrate that your organization's leadership supports United Way
- ▶ Personally follow up with employees during the campaign who haven't pledged, encouraging their participation
- ▶ Announce the campaign results, thanking all employees for their participation and sharing impact information
- ▶ Turn the campaign envelope in at United Way within 1-3 days of your campaign end date
- ▶ Complete the Campaign Debrief form, providing feedback and determining a plan to thank your team
- ▶ Commit to acting in an ethical manner (i.e. record conflicts of interest, ethical fundraising principles)

→ 5 Steps to Running a Successful Campaign

Our Campaign Leaders Guide meets you and your teams where you are, whether that be 100% in-person, 100% virtual, or a hybrid of the two. We stand prepared with tools and resources to execute a successful campaign, with the underlying structure of **Plan, Inspire, Ask, and Thank!**



STEP 1 Connect with Us

We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy for building stronger, more equitable communities!

Call your United Way representative to get started. If you don't know who your contact is, call us at 865-483-8431 or email info@uwayac.org



STEP 2 Make a Plan

The keys to campaign success are preparation and teamwork. Having the right group of campaign volunteers will increase the success of your campaign and make your role much easier.

- Set fundraising and participation goals, objectives, and a timeline, and identify and recruit your team.
- Configure an online giving platform for a more streamlined donor experience.
- Learn about various strategies to make your campaign fun and engaging. Call us—we have many options



STEP 3 Inspire Co-workers

Tell people how their dollars are making a difference. Share stories about our neighbors who are struggling to make ends meet or those who have been impacted by racial inequities.

- Promote a culture of giving back. A successful campaign requires frequent communications and reminders.
- Engage co-workers in the campaign through virtual engagement and volunteerism. Don't talk *at* them; get them talking with each other, learning, and sharing.
- Share your own personal story about why you support United Way.



STEP 4 Make the Ask

The number one reason people don't give is that they were never asked. Kick off your campaign with a fun event featuring an energetic and inspiring ask to give!

- Create fun activities to drum up support and provide incentives for your colleagues to participate, such as earning an extra vacation day if you give in the first 24 hours, purchasing raffle tickets to win a free lunch delivery, or a subscription to Spotify. Get competitive while giving back!
- Have your company CEO write a letter or make a speech. CEO commitment and leadership help drive participation.
- Let's talk format. If peer-to-peer, in-person asks aren't an option, let us walk you through email/virtual best practices.



STEP 5 Convey Gratitude

Let us help you thank your donors. Remember, we can't thank them if we don't know them! Sharing data is encouraged!

- Review campaign results with your United Way team.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channels, or a message from the CEO.
- Send individualized thank-you notes to each donor. Don't forget to say "Thank You!"

➔ A Roadmap to Implementation

Now that you understand the **Plan, Inspire, Ask, Thank** structure, let's get tactical!





CAMPAIGN TIPS CAMPAIGN TIPS **CAMPAIGN TIPS** CAMPAIGN TIPS CAMPAIGN TIPS



Research shows that United Way Workplace Campaigns are more effective when they incorporate incentives, fundraisers, and ample donor appreciation. Everyone enjoys a bit of pampering, treats, and engaging activities with colleagues for a worthy cause. Making your campaign enjoyable can significantly impact its success.

When planning your campaign events, be sure to align each one with your main objectives. Here are some typical goals for a campaign:

- Raise funds
- Boost workplace morale
- Educate employees about the UW campaign and the nonprofit programs it supports
- Promote volunteerism
- Shed light on community issues and how UW-funded nonprofits are addressing them

Successful workplace campaigns depend on careful planning and broad participation. Ensure you promote all fundraisers *and incentives effectively* - *people need to be informed to get involved!*

Lastly, always take time to express your gratitude to everyone who participates. Whether they donate \$1 or \$1,000, it's crucial that ALL donors feel valued and understand the impact their contribution has on our community.

Thank you for being the campaign coordinator and for your dedication to our theme of United We Thrive! Your efforts are making a real difference.

Creative FUNdraising Ideas



50/50 RAFFLE

Invite employees to buy a ticket for a chance to win money. Once raffle tickets are sold, select a winner. 50% of the ticket goes to the winner and 50% goes to the United Way.

EXECUTIVE COSTUME CONTEST

With your boss' permission, allow workers to contribute to the jar with the costume they'd like their boss to dress as for Halloween. The jar with the most change/money is what they will dress as! (Example – 1 jar labeled ghost, 1 jar labeled clown).

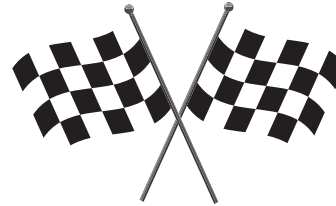


MONOPOLY MONEY AUCTION

Give a certain amount of play money to each employee who pledges. Give bonus money for those who want to increase their donation by \$1 per pay or get their pledge forms in by a certain date. Invite employees to an auction where they can buy prizes with the play money.

OFFICE INDY 500

Rent or borrow remote-controlled cars. Set up a racetrack constructed from items around the office and charge racers \$2 per race. Conduct time trials or have head-head competitions to determine the Office Indy 500 champion.



COIN WARS

Divide the office by department or teams and have a money jar assigned to each. Members of each department deposit pennies, nickels, and dimes into their own jar and place quarters or bills into the jars of the other departments. Pennies, nickels, and dimes count as positive while quarters and bills are negative. The department with the highest number of (or often the case, the least negative number) wins a prize. Combined jars will be added to your campaign total.

EMPLOYEE LOCK UP

Transform an office or cubicle into a jail cell. Arrest employees and allow them to make telephone calls to other employees to bail them out. All bail collected will be added to your campaign total.



BALLOON POP

Employees donate prizes for this events – a variation of the traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize written on it. Employees pay \$1 to buy a balloon and pop it to find out what prize they've won.

PAJAMA DAY FUNDRAISING

Employees pay a fee and get to wear their pajamas to work. Consider having a contest for the ugliest, weirdest, etc. pajamas.



BINGO

Create Bingo cards and sell to employees. Every day, email a bingo number to all participants. The first one to reply Bingo wins a prize, and the game continues until all prizes are distributed.



CAMPAIGN PLEDGE FORM

GIVE. ADVOCATE. VOLUNTEER.

ACCOUNTABILITY
COLLABORATION
IMPACT
SERVICE
TRANSPARENCY



P.O. Box 4158, Oak Ridge, TN 37831 uwayac.org

Questions about this pledge form? Call (865) 483-8431

NAME (Last, First) _____ COMPANY/LOCATION _____

HOME ADDRESS _____ CITY _____ STATE _____ ZIP _____

Phone Number _____ EMAIL _____ BIRTHDATE _____

Please list me/us in any recognition materials as follows: (ex. John and Jane Smith)

_____ I wish to keep my gift anonymous

1. COMMUNITY IMPACT

My community matters to me! I give because...

I WOULD LIKE MY DONATION TO BE DESIGNATED TO THE FOLLOWING AREA(S):

- WHERE IT'S NEEDED MOST
- YOUTH DEVELOPMENT
Support the education, safety, and health of children in Anderson County
- SELF-SUFFICIENCY
Help build stable families and foster financial stability
- SENIOR AND HEALTH SERVICES
Keep our community and our seniors healthy
- DESIGNATED TO: _____
\$50.00 minimum contribution

2. LEADERSHIP GIVING

- I want to join/renew membership in United Way's leadership giving (minimum of \$1000).
- Emerging Leaders (\$500 minimum/Under 40)
- Please send me information about planned giving and becoming a Legacy Donor.
- Leading Ladies United (minimum of \$1000)

3. TOTAL GIFT/PAYMENT METHOD

TOTAL GIFT

\$ _____

EASY PAYROLL DEDUCTION

I want to contribute the following amount each pay period:

\$50 \$25 \$10 \$5

OTHER: _____
OF PAY PERIODS PER YEAR: _____

ONE TIME GIFT

Gift to be paid by:

- Cash (enclosed) Check (enclosed)
- Credit Card (use QR code below)



RECURRING DONATION

Please bill me:

- Monthly \$
- Quarterly \$
- Annually \$

SIGNATURE

REQUIRED

Date: _____