



EMPLOYEE CAMPAIGN MANAGER GUIDE:

HOW TO RUN A CAMPAIGN

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Thank you for being a leader, volunteer and advocate for United Way of Central Kentucky. Your extraordinary generosity and commitment makes a positive difference in thousands of lives. As United Way's liaison to your workplace, you help us tell our story and bring our work to life for people in your organization.

This guide will help you plan, kick off and wrap up a successful campaign - all with guidance from a United Way representative who will be available for support throughout our partnership.

CAMPAIGN TOOLKIT

United Way has a variety of online resources available to help you run a successful campaign. Find the Toolkit online at www.unitedwayck.org/campaigncentral.

LET'S GET STARTED.



YOUR CAMPAIGN IN 5 STEPS

01 ENERGIZE

ENERGIZE YOUR CAMPAIGN WITH INTERNAL SUPPORT

LEARN ABOUT THE WORK OF UNITED WAY

- Utilize the messaging and resources available at www.unitedwayck.org/campaigncentral to familiarize yourself with the work of United Way of Central Kentucky. If you have questions, contact your United Way representative.

RECRUIT A TEAM FOR YOUR COMPANY'S CAMPAIGN

- Recruit colleagues to support your company's efforts.

ESTABLISH SUPPORT FROM THE TOP. GET LEADERSHIP ACTIVELY INVOLVED IN ALL ASPECTS OF YOUR CAMPAIGN

- Recruit a Campaign Chair to lead and support your activities.
- Actively engage employees from multiple departments (i.e. human resources, marketing, etc.).

SET YOUR STRATEGY AND GOALS

- Develop a campaign strategy that fits your company's size and culture, engaging everyone at all levels.
- Set a campaign goal:
 - Consider prior year campaign number of employees and current company culture.
 - Visibly track results throughout the campaign.

2.



PRO TRIP

WHEN SETTING A GOAL, CONSIDER YOUR PARTICIPATION RATE

02

INSPIRE

INSPIRE EMPLOYEES WITH UNITED WAY'S IMPACT IN OUR COMMUNITY

SHARE UNITED WAY'S STORY

- Incorporate campaign messaging into newsletters, intranet features and internal communications.
- Create an email schedule using the templates in the Employee Communication section of United Way's website.
- Place United Way posters and impact reports in high-traffic areas throughout your workplace.

HARNESS THE POWER OF PERSONAL STORIES

- Ask a colleague who has benefited from United Way to share his/her experience.
- Share Why I Give features and quotes from employees.



03

ENGAGE

ENGAGE EMPLOYEES IN UNITED WAY'S WORK

INVITE EMPLOYEES TO GET INVOLVED

- Ask for volunteers to help with internal and external special events and fundraisers.
- Engage employees through volunteerism.
- Offer incentives or time off for employees participating in United Way initiatives (i.e. Fellowship Program, Day of Action, etc.).



PRO TRIP

HOST SPECIAL EVENTS
FOLLOWING YOUR
CAMPAIGN MEETINGS

ENGAGEMENT IDEAS: INCENTIVES



United Way's work is serious, but fundraising should be fun. Incentives, themes and activities are your opportunity to add a little something extra to your campaign. Not only can they raise additional money, but they can be instrumental for team-building and generating a passion for United Way's mission.

SET YOUR INCENTIVES

Incentives can build excitement within an organization, energize individuals to give and strengthen overall employee giving. Using incentives effectively throughout your campaign can increase the average gift by 240%.

HOW TO STRUCTURE AN INCENTIVE PROGRAM

To get the most out of incentives, consider how best to structure them in your campaign. Think about what you want to accomplish, then decide how to set your incentives.

- **INDIVIDUAL PARTICIPATION:** Anyone who participates is eligible.
- **TIME FRAME:** Anyone who contributes by a deadline is eligible for a prize/drawing.
- **INCREASE:** Anyone who increases their gift over the previous year by % is eligible for a prize.
- **GIFT LEVEL:** Anyone who gives \$\$\$ or more is entered in a special drawing.
- **COMPANY GOAL:** If the company achieves % participation, all employees can wear jeans on Friday.

INCENTIVES TO CONSIDER



Corporate
Match



Prime
Parking



Pizza
Party



Use of
Company Suite



Executive
for a Day

Company Coupons



Sleep in
Late



Vacation
Day



Casual
Friday

ENGAGEMENT IDEAS: THEMES

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team-building in your organization



BE A COMMUNITY SUPERHERO

This theme is a fun way to make individual employees feel special by recognizing them as “superheroes.” When you give your time or donate to United Way, you’re truly making a “super” difference in our community!

- Have senior management dress up in superhero costumes for your fundraiser or special event.
- Participate in volunteer projects that will make employees feel like superheroes.
- Display superhero-related decorations.



UNDER CONSTRUCTION

Demonstrate the impact of what we can all accomplish if we work together to build a better community.

- Have hard hats available at your campaign meeting.
- Incorporate volunteering by holding a canned food structure building contest.
- Make signs in the colors and shapes of road signs which say “CAUTION: Community-Building at Work”; “STOP Hunger”; “ONE WAY to a Better Community”; “YIELD: Think of Someone Else First.”
- Take pictures of your employees and put them on colored construction paper. Build a block with photos and place a sign next to it with the theme, “Building a Better Community.”



BE A COMMUNITY LIFESAVER

Help your employees connect to their community as they see the real-life difference their donations make.

- Email stories of real people who have been helped in our community.
- Give employees a roll of LifeSavers with “Be a Lifesaver, Please Give” wrapped around it.
- Participate in a volunteer project at a United Way agency partner.



LAS VEGAS

Use the popular slogan, “What happens in Vegas stays in Vegas” to put a fun twist on United Way’s message of “What’s raised here stays here.”

- Host a Casino themed kickoff with games and Monopoly money.
- Encourage employees to contribute the amount they won at the Casino Kickoff by offering a company match.
- If all employees contribute to United Way, offer a Jackpot incentive.



WE LOVE THE 80'S PARTY

Celebrate your employees’ memories of the ‘80s while having a fun campaign sprinkled with lots of laughter.

- Incorporate ‘80s movies into your communications and decorations.
- Host an ‘80s themed Hunger Luncheon.
- Have a “worst ‘80s outfit” contest.

ENGAGEMENT IDEAS: ACTIVITIES

Including fun activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign. Pair them with your campaign theme or use them on their own.

1	CASUAL FOR A CAUSE: Sell Casual Day passes for employees to dress casually or wear jeans on designated days.
2	COIN WAR: Supply each department with an empty jar. Invite employees to drop in spare change. For a fun twist, designate dollars as sabotage amounts and encourage competing departments to drop greenbacks into each other's bottles. The department with the most money wins.
3	EMAIL BINGO: Sell bingo cards leading up to the day you'll hold email bingo. Throughout the day, send out numbers using email. The first three to get bingo win a prize.
4	GOLF TOURNAMENT: Host a company fundraising golf tournament.
5	TASTE OF (COMPANY NAME): Invite local restaurants or food trucks in the area to set up their best dishes for employees to sample and purchase with tickets they've purchased.
6	TEAM SPIRIT: Sell passes that allow employees to wear their favorite team gear on a Friday or any game day during the season. Host a Tailgate Party during the lunch hour for those who purchased a button.
7	BASKET CHALLENGE: Invite departments to put together silent auction baskets. Invite customers or the general public to participate by placing bids.
8	BAKERY CART: Wheel a cart of bagels, doughnuts, coffee and juice through the office, collecting donations.
9	CHILI COOK-OFF: Everyone bring a pot, enjoy and vote. Teams give \$10 to United Way to enter and employees donate \$1 per tasting.
10	5K RACE: Host a 5K race with all proceeds benefiting United Way.



HOW TO ASK

- Ask individuals one-on-one to support United Way through your company campaign.
- Use campaign events and staff meetings to educate employees about United Way's work and ask them to help make that work possible.
- Ask your company leadership to attend meetings or events, publicly endorse the campaign and encourage employees to do so as well.
- Invite your United Way representative to speak with your employees during a meeting or event.

04 ASK

ASK EVERYONE TO GIVE

The No. 1 reason people do not give is because they are not asked. Make it a priority to educate and provide the opportunity for every employee to give.



PRO TIP

ENCOURAGE NEW EMPLOYEES TO GIVE AT ORIENTATION

HOW TO GIVE



Payroll Deduction



Check



Credit Card



Direct Billing



Stock Donation

ENCOURAGE LEADERSHIP GIVING

Leadership giving is the best strategy to grow your campaign and strengthen your community impact. United Way leadership donors get unique opportunities to learn about community issues and are invited to participate in a variety of social, networking and recognition activities. For more information, visit www.unitedwayck.org.



05

THANK

THANK EVERYONE FOR GIVING

SAY IT

Host an event to announce results via internal communications and send a thank you letter or email to all donors.

SUBMIT IT

Submit summary of results and information to your United Way representative. This report will contain pledge card data, payroll summary data and corporate pledge data.

SEND IT

Provide donor contact information and gift information.

CONNECT WITH US ON SOCIAL MEDIA



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United Way of
Central Kentucky

