

EMPLOYEE GIVING CAMPAIGN

COORDINATOR GUIDE



THE POWER OF U.



WHEN IT COMES TO IMPROVING OUR COMMUNITY, ***THE HERO IS U.***

As an Employee Campaign Coordinator, you have “special powers” to help United Way of Northwest Michigan (UWNM) make a difference in people’s lives. To help you harness and channel these powers, we’ve created this Coordinator Guide. Use it as your resource and inspiration to engage, encourage and guide your employees in making important decisions about the support they provide.

Because of you, and your strong commitment, we’ll “save the day” for those who need our help in our community.



**"UNITED WAY DOES MORE THAN DOLE OUT MONEY IN OUR COMMUNITY.
IT LOVES THE PEOPLE IN OUR COMMUNITY AND IS TRULY DEDICATED TO HELPING THEM."**

DOUG LUCIANI, TRAVERSECONNECT

POWER UP YOUR TEAM.

The key to a successful campaign is to help every employee understand and actively support all UWNM does for our community. How do you do that? Remember to **SOAR**:

S – Strategize a plan with clear and measurable goals

O – Organize and inspire your team

A – Ask everyone to give

R – Respond by thanking everyone for their donations and gifts of time

KEEP YOUR CAMPAIGN FLYING HIGH!

Keep your team engaged throughout the campaign:

- ✓ Participate in Day of Caring
- ✓ Create an employee volunteer project...ask us how!
- ✓ Host a United Way event at your workplace
- ✓ Create a giving challenge at your workplace

CONTACT: SARA O'HARA, 231-714-6811
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United Way of
Northwest Michigan

EVEN HEROES NEED A CHECKLIST.

Use this list to stay organized and on-track for running an exceptional campaign.

- PLAN***
- Email campaign@unitedwaynwmi.org to begin planning your campaign
 - Check out Campaign Central on our website
 - Establish campaign goals (e.g. dollar amounts, participation average, etc.)
 - Recruit and train your campaign team

- GEAR UP***
- Establish a timeframe for campaign activities
 - Begin campaign promotion with posters, emails, etc.
 - Send a letter from management or leadership to employees
 - Prepare your campaign materials

- EXECUTE***
- Hand out pledge forms and/or email to employees about giving
 - Send follow up emails every few days to keep up energy and enthusiasm
 - Hold meetings or fundraisers (e.g. casual day, etc.)
 - Give employees the opportunity to learn more about United Way by coordinating a speaker or volunteer activities

- CLOSE***
- Send a reminder to employees that the campaign is closing soon
 - Collect pledge forms
 - Submit pledge forms and pledge info to payroll team and forward to campaign@unitedwaynwmi.org
 - Thank employees for their participation with an email, letter or event
 - Gather feedback and notes for next year
 - Choose an ECC, pick a date for next year's campaign kick-off, and provide info to your United Way representative.

Stay connected with UWNM throughout the year. Find us at [facebook.com/UnitedWayNwmi](https://www.facebook.com/UnitedWayNwmi) or sign up for enews on our website at unitedwaynwmi.org.



10 WAYS TO CREATE EVERYDAY SUPER HEROES.

(SPIDER BITES AND PHONE BOOTHS NOT INCLUDED)

- 1.** Host a campaign kick-off party to show the work you're supporting
- 2.** Create teams to encourage friendly competition and boost morale
- 3.** Invite co-workers to join United Way's leadership group
- 4.** Encourage in-house clubs and groups to spread the campaign messages to their members
- 5.** Run a contest relating to a specific focus area
- 6.** Host a volunteer activity for all employees
- 7.** Host a food-related event. Sharing a meal (or snacks) is a great way to bring people together and keep them engaged
- 8.** Invite a senior executive to host an event
- 9.** Ask co-workers to consider stepping up their gift (e.g. from 5% to 10%)
- 10.** Offer rewards for reaching goals



PUTTING THE POWER OF U TO WORK EVERY DAY.

People have a great many needs in Northern Michigan. Likewise, there are a great many organizations and programs working to address these needs. So why support United Way? Here's why:

- ✓ **We solve problems, not just symptoms** – There are often several factors that lead to people needing community services. For instance, someone requiring food assistance may also be without a job or permanent home. UWNM looks deeper to address all the factors that lead to need, thereby ensuring a more permanent solution.
- ✓ **We promote collaboration among social services organizations** – There is no one single answer to addressing the need for social services. United Way identifies where needs exist and “pulls in” the right resources to best address each situation.
- ✓ **We are the voice for the unheard** – Despite the breadth of social services offered in Northwest Michigan, people still fall through the cracks. We work to find and fill those gaps on an ongoing basis.
- ✓ **We ask and answer the tough questions** – At UWNM, we ask “Who aren’t we serving?” rather than “Who are we serving?”—a critical point that leads to addressing needs on a more effective project/program basis rather than an agency basis.
- ✓ **We maximize the impact of every donation** – With every dollar donated, we leverage our resources to increase that donation’s value to the community. Last year alone, each dollar donated resulted in \$4.60 in community value.

Why support United Way?

United Way is the one organization uniquely positioned to address the full spectrum of needs for community services in Northwest Michigan.



United Way of
Northwest Michigan