

# LIVE UNITED<sup>®</sup>



Employee Campaign Coordinator  
Engagement Guide

## Why Move Towards Year-Round Engagement?

A growing number of companies are expanding employee giving from a one-time, calendar-driven campaign to a year-round Corporate Responsibility Program that expands giving and volunteerism opportunities while also engaging employees in more personally relevant ways. Although campaign is still an incredibly important part that drives United Way's ability to support the programs making a difference in our community, at United Way of Harrisonburg and Rockingham we are trying to expand our impact to involve engaging people as active community members by also supporting positive community growth efforts through volunteerism, advocacy, and other forms of active engagement.

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“ **A successful giving program is when the employee feels more like a participant than a donor.**

- Amerigives

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“ **Households in which members volunteer for charitable causes give more than twice as much money to charities than households with no volunteers.**

- Generosity and Philanthropy 2001

A recent survey, Snapshot 2015, released by America's Charities found that year-round giving is becoming the standard with more than 85% of large companies and 44% of small to mid-size companies saying their giving programs are open year-round. This is up from less than 50% in 2013! Successful year round giving programs will change the giving experience from a once-a-year transaction to an ongoing transformational experience where employees are changed by the experience and desire to be involved both as a giver and a volunteer rather than out of duty or obligation to a boss or company executive. Thank you for being a key part of this shift by volunteering to be an Employee Campaign Coordinator (Information from Amerigives and Good Done Great).

## Impact both Inside and Outside the Workplace

This need to switch from classic workplace campaigns to year-round engagement comes from many different needs both inside and outside the workplace.

- Community needs are not limited to a specific time of year
- Donor generosity isn't limited to a once a year effort
- Millennial employees (the largest generational workforce in our nation's history) prefers to give when, and as often, as they want
- Members in an engaged workplace give higher amounts and more often
- Year-round giving inspires more pride in one's workplace
- This model helps fill Corporate Social Responsibility requirements



## Your Year-Round Role as an ECC

- Facilitate 'pulse points' across the year to keep employees informed and engaged in United Way's mission
- Identify and promote themes or causes around these 'pulse points'
- Be prepared to launch an 'ad hoc' engagement initiative when there is a 'teachable moment' such as a disaster or other large-scale social issue
- Involve leadership just you would on any other important company endeavor
- Develop ways to recognize and reward engagement
- Measure and communicate impact, and share stories of success

## United Way Annual Calendar of Events

<b>JANUARY</b>	<b>FEBRUARY</b>	<b>MARCH</b>	<b>APRIL</b> Skyline Society Reception
<b>MAY</b> Day of Caring	<b>JUNE</b> Turks Game with UW Summer Reading Parties Start	<b>JULY</b> Valley 4th Run Summer Reading Parties End	<b>AUGUST</b> Stuff the Bus
<b>SEPTEMBER</b> JMU Football Game with UW Community Tours and Campaign Kickoff	<b>OCTOBER</b> Wampler Society Reception Diaper Drive	<b>NOVEMBER</b> EAUS Thanksgiving Food Drive	<b>DECEMBER</b> Santa for a Senior JMU Basketball Game with UW

### Find Volunteer Opportunities through UW for Your Team

- Create a profile on [getconnected.uwhr.org](http://getconnected.uwhr.org). Fill out your volunteering interests, and start searching for opportunities.
- Once you find an opportunity you prefer, click on this particular opportunity.
- Once you get to that particular page, click on “respond” button at the top of the page to volunteer for individual time slot. If you want to volunteer as a team, click on the button to the right of the respond button.
- The step above should take you to a page that lists your information and below has options to fill out a team name, number of members, and t-shirt size. Then, mark your calendars for the event!



## Engagement Opportunities



By encouraging and inspiring your workplace to be engaged in the United Way mission outside just the traditional campaign, you can help to foster deeper community and corporate responsibility among your peers. Below are some common engagement activities outside volunteerism practiced by United Way community partners around the country. Some are specific to a holiday or a season, which are convenient to easily add to your calendar in addition to annual United Way events. For a full list of these opportunities and more resources for engagement please utilize the “Business” drop down menu on our website: [www.uwhr.org/](http://www.uwhr.org/)



- Hallway Golf
- Silent Auction
- Mobile Food Sales - Host a coffee cart or ice cream truck. Sales of all items go to United Way
- Pancake & Waffle Breakfast



- CEO Embarrassment - Whether it is a pie in the face, dunk tank, or any number of other activities, this is always a popular activity.
- Barbecue Contest
- Valentine’s Day – Candy, Flowers or Jewelry Sales
- 4th of July – Flag Sales



- Halloween Pumpkin Carving Contest - Charge \$5.00 to enter and \$1.00 per vote
- Diaper Drive - For both adult and infants
- Casual day badges - allow employees purchasing them to dress casually on certain days.
- Paint Night Fundraiser