Make a Bigger Impact

Employee Campaign Coordinators (ECCs) are the critical link to connecting people who want to help with people who need help. Your role as an ECC makes a real difference! In this guide you’ll find tips for strengthening your campaign, getting more employees engaged and, overall, making a lasting impact on our community and your company.

In this guide, you’ll find:
• Step-by-step instructions on planning every aspect of your campaign, from the logistical to the fun
• Ideas and tips to make your campaign more engaging
• Links to additional resources

We hope you will use this guide as a go-to resource for your campaign needs, but a booklet can only do so much. Your United Way staff is always available to help with the rest, so please reach out to us if you need anything to make your campaign more successful.
Our Mission

Uniting our community to empower people in need.

Our Vision

Improved lives through strategically convening community partners to create measurable social change.

Our Values

Collaborations, Strategic, Integrity, Compassion, Leadership, Inclusion, Empowerment
United Way of Harrisonburg and Rockingham County connects donor funds to causes, volunteers to needs, and organizations to opportunities.

We do this by being a hub for human services that is 100% locally focused and committed to community impact.

We’ve been involved with this community for 60 years, addressing the most pressing needs and engaging strategic partners to solve issues.
Top 10 Best Practices 2019

Tips and resources for running a great Workplace Campaign!
#1 Define Internal Roles and Responsibilities

Recruit a team!

Don’t run your campaign alone. Recruit a team of enthusiastic, resourceful and committed employees to help you plan the best possible campaign (yes, 2 is a team!).

- Consider involving representatives from various departments in your organization, such as marketing, human resources, payroll, etc.
- Set up regular team meetings and delegate responsibilities. You can ensure campaign success by defining roles and responsibilities for team members, such as marketing and events, campaign communication, department liaison, payroll contact, etc.

Our team is: __________________________________________

_____________________________________________________

_____________________________________________________

_____________________________________________________
Determine your timeline.

The most effective campaigns are time-defined and goal-oriented. Set specific start and end dates and inform your co-workers.

Starting a campaign with a clear kickoff and wrapping up with a great finish are often an important consideration – think about these things when you decide timing. Having a clear end date can be helpful to ensure all pledge forms are completed and turned in on time.

Campaign Start Date: ________________

Campaign End Date: ________________
Set a challenging, yet attainable goal. Review past campaigns, understand how previous results were achieved and set ambitious but realistic goals for 2019 so your co-workers have an attainable goal to reach & celebrate!

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<thead>
<tr>
<th></th>
<th>Best Year</th>
<th>2nd Best</th>
<th>3rd Best</th>
<th>2017 GOAL</th>
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<tr>
<td>1</td>
<td>Corporate Gifts</td>
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<td>3</td>
<td>Other Gifts</td>
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<td>Special Events</td>
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<td></td>
<td>CAMPAIGN TOTAL</td>
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CAMPAIGN METRICS

<table>
<thead>
<tr>
<th></th>
<th>A Leadership Giving</th>
<th>B # of Leadership Givers</th>
<th>C Number of Employees</th>
<th>D # of Donors (all levels)</th>
<th>E Participation (D/C)</th>
<th>F Average Gift (2/D)</th>
<th>G Corp Gift/Capita (1/C)</th>
<th>H % of Leaders (B/C)</th>
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Does your company offer sponsorships, a corporate match for employee donations, grants or other corporate gifts?

Special Events can exceed 10% or more of the total campaign!

Are you reaching all employees? Set a goal to increase % of employees participating and provide examples of the impact they can make at various donation levels.

Target leadership giving from 10% of employees at the Skyline Society Level (500+)
Plan events and gatherings throughout the campaign to get employees together, generate enthusiasm, have fun, and learn more about community needs and how employees can get involved. Ensure the event offers employees plenty of ways to learn and understand what their contribution to UWHR is accomplishing. These meetings can be flexible in their design.

United Way’s agency directors, clients, and staff members are a great resource for sharing the message of United Way with your workplace. They are knowledgeable and passionate about the work of United Way. To schedule a presentation, contact Amanda Leech at amanda.leech@uwhr.org.

Use United Way’s online Campaign Coordinator Tool Kit! Find fun ideas, important dates, and campaign materials at www.uwhr.org/campaign-coordinator-toolbox

Our events, meetings, etc. will be on: ______________________

_______________________

_______________________

Our Special Event Fundraising Goal is: _______________________
#5 Plan Your Employee Volunteer Projects

Volunteering is a great way to engage your employees and see first-hand the collaborative work that United Way does in the community.

For information on volunteer opportunities, *Get Connected!* Visit [http://getconnected.uwhr.org](http://getconnected.uwhr.org) to learn about and sign up for upcoming volunteer opportunities for your team.

Don’t see the opportunity you and your team are looking for? Contact United Way staff for individualized opportunities for your team.

Our volunteer projects are:

- ___________________________________________
- ___________________________________________
- ___________________________________________
#6 Engage Company Leadership

The support of top management is essential to a successful campaign! Ask your General Manager to send an endorsement e-mail to the board and/or staff, speak at employee meetings, and appear at events. Convey the benefits of giving at the Skyline Society leadership level ($500+ annually).

Our leadership individuals to engage are:

______________________________

______________________________

______________________________

______________________________
Get the Word Out!

Campaigns with great visibility encourage everyone to take part in them. Consider using email, intranet sites, personalized letters, pay stub inserts and UWHR materials to promote your campaign.

Hang posters and flyers in prominent places like lobbies, kitchens/lounges and elevators to announce campaign dates and important information.

Make sure you have the following essential UWHR materials:

- UWHR Campaign Video
- Annual Report
- Pledge Forms

We plan to communicate by: ____________________
____________________________
____________________________
____________________________
#8 Say Thank You

Don’t forget to say thank you! Don’t forget to say thank you! It’s so important; don’t hesitate to say it twice!

- Thank donors, employees and your campaign team in a timely fashion after the end of the campaign.
- Thank contributors for participating in the campaign with incentives such as prize drawings, a thank you luncheon or personal letters.

We plan to say thank you by:
Finalize your campaign!

As your campaign comes to an end, it’s time to wrap up and report results to United Way.

- Complete your campaign envelope and share your results with UWHR. Be sure to include pledge forms and all cash and checks from one-time gifts and special events.
- Please remember to sign the envelope, verifying the amount of cash and/or checks enclosed.
- Drop off your campaign envelopes at the UWHR office (100 S. Mason St. Suite A) Monday-Friday, 9:00am-5:00pm, or call the office at (540) 434-6639 to arrange to have your envelope picked up.
- Final results should be submitted to UWHR within two weeks of your campaign’s close. This allows UWHR to process donations and thank your employees in a timely manner. We can’t count your workplace campaign towards our 2019 campaign total until we have received your forms!

Results will be turned in to United Way by: ____________________
#10 Share Your Campaign Fun with United Way Online

**We want to hear about your campaign.**
Photos and stories are a great way for us to highlight and recognize your campaign. If you’re posting on Twitter or Facebook about your campaign, we’d love to see it! Showcasing your campaign is a great way to let potential employees or customers know that your company is about giving back and we want to give you kudos!

- Email us a recap of your campaign activities so that we can celebrate and share your ideas; don’t forget to include photos!
- Remember to share your campaign success on social media
  - Facebook: United Way of Harrisonburg and Rockingham County
  - Twitter: @UnitedWayHR
  - #LIVEUNITED

Ways that we can share our campaign fun:

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