

*The Worksite Campaign
Coordinator's Guide to a
Successful Campaign*

**LIVE UNITED
GIVE. ADVOCATE. VOLUNTEER.**



*Campaign
2008—2009*

**450 Meadow Run
Hastings, MI 49058
269-945-4010
bcuw@sbcglobal.net**

Why LIVE UNITED?



I think it is important to **LIVE UNITED!** By myself, I feel powerless to help those in need but, giving through United Way, my gift reaches so many lives in so many ways!
- Dan

I choose to **LIVE UNITED.** For me, living united means I'm connected. Connections are the best way to make a difference in the lives of others. Connections keep me involved-keep me responsive to the needs of those around me. I have the ability to help others and I'm gonna do it! Everyday, I'm connected and I'm living UNITED.
- Liz



I think it is important to **LIVE UNITED** because I believe as a community we have the duty to each other; to empower those who feel powerless, to protect those who can't protect themselves, to reach out to reach back, and always to speak for those who have no voice.

-Christine

**LIVE UNITED
GIVE. ADVOCATE. VO**

450 Meadow Run Suite 300
PO Box 300
Hastings, MI 49058

Phone: 269-945-4010
Fax: 269-945-4536
www.bcunitedway.org



& Volunteer Center

Congratulations & Welcome to the 2008—2009 LIVE UNITED Campaign!

As the Campaign Coordinator for your organization you have a key role in making this year's United Way campaign a success.

Your selection as a Campaign Coordinator indicates the confidence your company has in you and demonstrates its support of United Way.

Your commitment, energy and excitement will lead the way to a successful campaign that will make a difference in people's lives throughout our county.

As a Campaign Coordinator you will work with the support of United Way staff to plan and coordinate the annual United Way campaign in your workplace.

Today you begin a journey that will be a challenging, yet rewarding experience. Your dedication and enthusiasm for United Way are key to making the Barry County a better place for all of us to live and work.

Your job is vital to the success of the United Way campaign. You are the link between the donor and the broad network of human services that Barry County United Way contributors make possible.

The health and human service programs funded by Barry County United Way are the best solutions available to the many pressing issues facing our community.

When people choose to support United Way, they choose to make an investment in our community.

This guide will introduce you to the information and materials you need for a successful campaign.

Should you have any questions, please contact our office at 269-945-4010 or by email at bcuw@sbcglobal.net. We are here to help you in any way possible.

Lani Forbes
Executive Director

Why should I give if I haven't been helped?

Thousands benefit from your contribution each year right here in Barry County. Maybe your neighbors, co-workers or even your family have used United Way funded programs this year. Emergency food, shelter and other programs are only part of the big picture. If your children are involved in Boy or Girl Scouts, or take swimming lessons at the YMCA, or if a homebound family member receives Meals on Wheels, you've benefited from United Way.

I can't afford to give much, will a small donation do any good?

Even a modest gift per pay period can help provide solutions to the most pressing health and human service needs in our community. By giving through payroll deduction, you can spread your gift over the coming year, making it more manageable for your budget than a one time gift. A \$5 per week contribution can provide 1,750 meals or 20 hours of youth and family counseling or 10 youth scholarships or 75 scout handbooks!

Who decides how donations are spent?

Volunteers (like YOU!) decide how much money is allocated to the programs we fund. Many Community Investment volunteers visit agencies and review their programs and budgets annually to assure that every dollar is well spent. You may designate your gift; however, most contributors rely on United Way's volunteer review process to make the best use of their money. When the giving power of many is combined, it can create lasting change in our community. If you would like to get involved in the allocations process, contact United Way at 269-945-4010.

How can I get other questions answered?

Call the Barry County United Way staff at 269-945-4010 to answer any questions about our community partners or how money is allocated. You can also access our website at bcunitedway.org. Better yet, get involved!



Frequently Asked Questions

How does United Way Work?

United Way brings people and resources together to address the most pressing needs in our community. Issues such as preparing children to be successful in school, strengthening and supporting families, helping senior adults maintain their independence, and addressing urgent and emerging needs.

Who runs Barry County United Way?

Our organization is governed by a Board of Directors. Local volunteers oversee every aspect of the organization. They plan annual fundraising and planned giving efforts, organize the campaign, collect contributions and recommend how dollars should be distributed. The Board monitors United Ways operation and require that it run in accordance with fiscally sound and accepted practices. An annual financial audit is conducted by an outside CPA firm. Barry County United Way has met all of United Way of America's Standards of Excellence.

What is Barry County United Way's overhead costs?

100% of your contribution provides programs right here in our community thanks to an administrative endowment fund held at the Barry Community Foundation. No contributions are used for overhead costs.

Isn't United Way just another charity?

Barry County United Way is a volunteer driven organization that seeks solutions to our local issues and problems. We do this by building partnerships with many agencies as well as seeking grants beyond the campaign to address needs in the community.

Why not give directly to an agency?

No single agency can meet all community needs. High profile causes or organizations with large fundraising budgets would get the most support, while smaller but equally vital programs could be left behind. When you give to United Way your gift is magnified with the gifts of others, impacting the issues in our community that matter most.

The success of your campaign will make a large impact on the needs of our residents in Barry County!



Education
Helping youth reach their full potential

- Backpack program
- 10,000 youth involved in positive programs experiences.



Income
Addressing Urgent Needs

- 782,000lbs of food distributed through the Fresh Food Initiatives & Food Banks
- Over 10% of all households receive State food assistance



Income
Addressing Emerging Needs

- 4 fire related deaths in the last 18 months
- 29% of homes inspected had ZERO smoke detection
- 1,190 smoke detectors installed



Health
Supporting Families to Achieve well being and success

- 3,400 times services were accessed for child abuse, substance abuse and domestic violence

Assisting senior adults find support and maintain independence

- 206 meals delivered daily

Quick Tips For a Successful Campaign

1. Recruit a Worksite Campaign Coordinator and Committee.
2. Determine a 3 to 4 week period for the campaign.
3. Get ideas and materials from United Way.
4. Schedule and announce a presentation by United Way and agency staff in conjunction with a staff meeting. To ensure good attendance, offer refreshments.
5. Set a worksite goal and post a thermometer marking progress.
6. Offer payroll deduction.
7. Secure Company match for employee donations.
8. Distribute pledge forms and brochures to all employees via employee meeting, employee mailboxes or paycheck envelopes. Include memo from Campaign Coordinator and/or CEO encouraging participation.
9. Offer incentives for early pledges, first time donors, prize drawings for all donations, etc.
10. Hold friendly competition between departments.
11. Hold friendly competition between similar workplaces.
12. Hold special events to raise additional funds from those not interested in payroll deductions - car washes, pie contests, can drives, etc.
13. Remind employees a week before the deadline and on the day of the deadline.
14. Collect pledge forms, checks and cash. Send with report form to United Way.
15. Thank everyone who participated.
16. **Celebrate!**



Campaign Ideas



Contests & Games

Executive Dare
Ugly Tie or Earring
Guess # of jelly beans in a jar?
Survivor
Office Olympics
Management Trike Race
Putt-Putt Golf Tournament

Fundraising Events

Raffles
Meals
Department Pizza Party
Dunk Tank
Bake Sale
Chili Cook-off
Hot Dog Sales
Ice Cream Socials
Breakfast Sales
BBQ at CEO's house
Bowling Tournament
Silent Auction
Arts & Crafts Fair
Jeans Day
LIVE UNITED t-shirt sale
Bosses serve breakfast
Penny War

Kick-off Events

Breakfast of Champions
Tailgate Party
Community Heroes
Scavenger Hunt
Attend United Way Kick-Off on September 11th

Educational Events

Day off to volunteer as a company
Agency/Community Tours
Lunch & Learns
United Way or Agency Speaker



Campaign Incentives

- Sleep in late awards
- Prime parking spaces
- Paid time off
- Free oil changes
- Gift certificates or cards
- Cell phone with free minutes
- Pizza Party
- Corporate clothing
- Casual Fridays
- Free dinner catering
- Tickets to a sporting event
- Airline tickets
- Party at the CEO's home
- Movie tickets
- Extra break time
- Drawings for special prizes
- Popcorn party
- Call in "well" day
- Free hotel stay
- Shares of company stock
- CEO for the day
- Lottery tickets

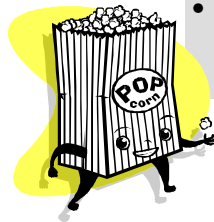
Where to Get Incentives

- Your vendors
- Your own company
- Company sets a budget for gifts
- Local businesses
- United Way
- Other employees



When to use Incentives

- Payroll deduction gifts at a certain level
- Individual department % increase in giving
- Departments completing their campaign first
- Turning in pledge cards at presentation
- New donors
- Attending a department presentation or event
- Being a Leadership donor
- Department with highest participation



Asking for Contributions

Believe it or not, *the #1 reason people say they don't give to United Way is because no one asked them to do so.* To make sure everyone in your organization is asked, remember:

- Educating employees about the value and work of United Way is the best way to gain support. Your United Way staff is an excellent source for any material and assistance you may need.
- Promote the ease of payroll deduction as a way of investing in our community.
- Encourage campaign coordinator to personally distribute campaign pledge forms/brochures and/or use committee members to help. The personal touch is much more effective than simply including information with paychecks.
- Ask every employee to turn in a pledge form by a certain date even if they choose not to give. This way, the campaign coordinator will know every person made a choice whether or not to participate without having to directly ask him/her.

100 % Guarantees from Barry County United Way

- **100%** tax deductible
- **100%** of your undesignated gift stays right here in Barry County
- **100%** provides programming - the cost of administration is paid by Florence Tyden Groos Endowment Fund

Elements of a Successful Campaign

Gain Support From Top Management

Support from top management will make your job easier and your campaign more successful. Find out what resources are available and strive for the following:

- Management allows time for you to coordinate the campaign
- Time and budget is allocated for you to coordinate the campaign
- CEO writes a letter endorsing the campaign
- Management make an appearance and speaks at employee meetings and events
- Company agrees to process gifts via payroll deduction
- Company provides matching or corporate gift

Develop a Strong Campaign Team

Having others assist you with the campaign will make it fun and easy for everyone involved. Here are some tips for recruiting your committee.

- Include representation from all areas of your organization
- Include a member of management on your committee or keep them posted
- Recruit people who believe in United Way and will help others get excited
- Assign roles, responsibilities and accountabilities

Plan & Prepare For The Campaign

Decide what will work best for your company's environment.

- Decide on activities, incentives, and a thank you event
- Develop a time line
- Set a challenging goal based on total dollars raised and/or percent of participation
- Determine when employee meetings will take place- be sure to check that the CEO or members of top management are available to attend
- Remember to include retirees in your activities

Promote United Way

Educating employees about the value and work of United Way is the best way to gain their support.

- Utilize United Way literature
- Invite United Way staff or volunteers to speak to employees at a kickoff employee meeting about how their investment changes lives in our community
- Use intranet, e-mail or voice mail to share information

Making The Ask

Asking people to give may seem intimidating at first, but once you read these easy tips, you'll feel more at ease.

- Let people know ahead of time you will be asking them to pledge
- Promote the ease of payroll deduction
- Collect the completed pledge cards at the end of employee presentations.
- Incentives are a great way to increase participation and make giving FUN!
- Hold friendly competitions between departments, locations or other companies.
- Offer incentives based on timely return of pledge cards, participation and/or specific giving levels
- Give small gifts to employees to recognize their generosity

Celebrate & Report Results

Let employees know how much the community appreciates their time and dollars.

- Post thermometer and update with progress towards goal
- Say THANK YOU! Conduct a special celebration for investors. Don't forget to invite the retirees
- Your results are important! Please tally and report your results to the United Way office as soon as possible. Use the report envelope provided

Promote Year Around Communications

The main campaign is done, but there are many ways for your company to remain involved.

- Implement a new hire giving program by incorporating it into your orientation
- Volunteer. Participate in our annual Day of Caring, or year around
- Include United Way stories in your company newsletter or e-mails. United Way can provide stories and information for you to use