EMPLOYEE CAMPAIGN MANAGER TOOLKIT
Thank you for running your organization’s United Way campaign. As an Employee Campaign Manager (ECM), you will harness the generosity, talent, and energy of your workplace to help advance the common good in Greater Portland. You’ll be supporting programs that deliver real results and transform lives.

Whether this is your first time as an ECM or you are a seasoned veteran, this guide will help you to educate your colleagues about United Way and inspire them to give, advocate, and volunteer in support of our work to advance the common good by focusing on Education, Financial Stability, and Health of our community.

Together, person by person, we can make lasting change.

Thank you for your leading role in creating change for our community!
HOW TO RUN A GREAT CAMPAIGN

A Step by Step Guide

Here are best practices taken from fellow Employee Campaign Managers and experts on our United way team. Follow these simple steps to ensure:

1. **You’ll enjoy your role as Employee Campaign Manager.** You will not only successfully raise money to advance the common good, you’ll have fun doing it and stand out as a leader.

2. **Your employees will understand how they can make a difference by participating.** People like to get involved in helping the community and with your Workplace Campaign, they can have fun at the same time.

3. **Your company will get the most out of its partnership with United Way.** Whether you have an official corporate social responsibility policy or not, your company will shine in giving back to the community.

Don’t forget! Our team is available to support you every step of the way. We appreciate your time as a volunteer in this role. We are just a quick call or email away.

**Keys to Success:**

- A strong campaign team
- Goals for the campaign
- Company leadership support
- Company sponsorship
- A communication plan
- Events to galvanize the team
- Thank-you’s to all donors
- A meaningful campaign with a fun factor
Select a Strong Campaign Team

Your best team will have broad representation from all departments and levels.

- Involve team members by establishing a campaign committee or simply by handing out assignments - make it easy on yourself!
- Have team members set goals for their departments and assist in deciding how best to engage peers. It doesn’t have to be one size fits all.

Connect Goals to Impact

Goals inspire! Start with the most important goal: the impact coworkers are having on the community through their partnership with United Way!

- Set a company-wide goal.
- Connect your campaign to real results. For example, for every $1,000 dollars raised, three families receive free income tax preparation and filing, helping to move them toward financial stability (see page 7 for more ideas).

Participation = Success

It’s a simple equation, right? The more people that sign up, the bigger the difference you will make and the more you will have to celebrate! Find fun and creative ways to engage your colleagues.

- Hold a food-themed event. When food is involved, people flock.
- Invite a United Way speaker. We are always ready to talk to your employees about how giving impacts our community.
- Make your gift first - your leadership and commitment will inspire others to join you.

- Highlight United Way Leadership Giving levels – Leaders’ Circle (gifts of $1,000 or more) or Tocqueville Society (gifts of $10,000 or more) – and our year-round volunteer opportunities.

Involve Company Leadership

Don’t be afraid to ask your leadership team to get involved to help inspire others to give by ‘leading the campaign.’

- Ask someone from the leadership team to set aside 5-10 minutes for a United Way speaker at a staff meeting.
- Invite your leadership team to run a “pacesetter” campaign and make their personal gift and corporate commitments prior to your campaign launch.
- Ask your leadership team to support your efforts visibly.

Participation

Ask your United Way representative to help you build out an engagement strategy that could include:

- An employee gift-matching program.
- Volunteer opportunities for employees.

Publicity and Communication

Advertising events and campaign dates early, often and everywhere will make a difference. Whether it is a poster in the break room, speeches at staff meetings, emails, or messaging on your office intranet, United Way can provide you with all the tools you need.

- Make use of United Way videos, posters, social media, and website.
- Tailor the sample kick off emails on pages 7 and 9; others available at www.unitedwaygp.org/toolkit.
Keep Your Staff Engaged

We hope you and your colleagues will continue your commitment to the community year round. Contact your United Way representative about our volunteer and social opportunities as well as our Leadership Groups.

- Engage your staff in United Way's Day of Caring. Each May, thousands of employees from hundreds of companies volunteer in our community. Go to www.unitedwaygp.org/dayofcaring for more information.
- Publicize United Way's year-round events calendar and volunteer opportunities and encourage your peers to join us. For more information, go to www.unitedwaygp.org/join-us.
- Organize a special thank you for your leadership-level donors (pledges of $1,000+).

United Way Staff is Here to Support You!

We can provide access to:

- Videos and sample communications at your fingertips at www.unitedwaygp.org/toolkit.
- An active team willing to help you figure it out!

If you need campaign materials or assistance getting your campaign off the ground, call us at 207-874-1000.

Gain benefits while helping others

As an Employee Campaign Manager, you are a champion in improving the common good for our community. You'll be helping others, but you'll also gain valuable benefits in the process.

- Develop and showcase your leadership and project management skills.
- Network with colleagues at various levels of your organization and in other industries.
- Help your company shine as a good corporate citizen.
- Become a leader in the community.
TEN IDEAS TO GET PEOPLE INVOLVED

1. Run a Common Good photo campaign challenge. What does common good look like to you? Show us on Twitter and Instagram or email smile@unitedwaygp.org. #UWGP #CommonGood

2. Hold a raffle for everyone who donates (prime parking spots, casual day, day off, late start days, gift cards, lunch with a VIP, volunteer day at nonprofit of their choice, etc.)

3. Create office teams to encourage friendly competition and boost morale.

4. Hold a theme-based contest. For example, a Mad Men theme – embrace your inner Don Draper or Peggy Olson and lead your team in creating the best company Common Good campaign slogan/theme, logo, or poster design.

5. Hold a raffle for those who increase their gift by a set percentage or dollar amount per week.

6. Host food-themed events and contests. Breaking bread is always a good way to get people engaged and feeling like they are part of a team.

7. Set participation rates as a company goal, share the results regularly, and offer rewards for reaching goals based on office geography, department, individual, etc.

8. Hold a special event fundraiser to build community and have fun. Fundraisers could include auctions, bake golf tournaments, talent shows, a top chef cook off, etc.

9. Host a group volunteer activity for employees to gain perspective on how their gift will be put to work.

10. Hold a wrap-up party and thank everyone who participated.
Pre Kickoff Communication From CEO
Subject line: Common Good: It takes all of us

[COMPANY] and our employees have always cared deeply about improving the quality of life for people in our community. Participating in this year’s United Way fundraising campaign is one way we create real change in our community.

Supporting United Way with your time, money, and voice advances the Common Good and creates opportunities for a better life for all. Your support makes a difference and is vitally important. It takes all of us.

Please hold (DATE) on your calendar for our campaign kickoff. We are looking forward to see you all there.

Sincerely,
CEO Name

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Pre Kickoff Communication From ECM
Subject line: Common Good: It takes all of us

I am so excited to be leading this year’s United Way annual fundraising campaign! We kick off on (DATE) and will wrap up on (DATE). This year, we hope to raise even more money than last year (RESULTS). As always, we hope that you will participate because the Common Good takes all of us.

Investing in our community is an important responsibility that we can all share, as individuals and as a company, and United Way has the scope, expertise and influence to bring together the people and resources to make the most of our investments. Our community thrives when children succeed in school, when families are financially stable, and when people live healthy lives.

Please join me on (date of kickoff) to show our community how we can work together to LIVE UNITED. See you at the kickoff!

Sincerely,
ECM Name
$1 A WEEK
Provides a week of after-school activities for an elementary school student that helps improve social skills and academic achievement.

$5 A WEEK
Provides a home health visit for a senior helping to keep her/him safe and independent.

$15 A WEEK
Provides food pantries with nearly 1.5 tons of food to feed hungry families in Greater Portland.

$20 A WEEK
Provides free income tax preparation and filing to three families, moving them toward financial stability.

$40 A WEEK
Provides a school district’s entire incoming kindergarten class with literacy kits that contain books, activities, and resources to help them get ready for school.
SAMPLE MID-CAMPAIGN COMMUNICATION

Subject line: What can a buck do? More than you’d expect.

One of the most common questions (company) employees ask about United Way is what difference their gifts make. You might be surprised at how much an affordable weekly gift can accomplish when you invest in United Way.

United Way makes the most of every dollar you give. How? By focusing efforts on strategies for long-term change and by investing in proven programs and initiatives right here in Greater Portland. People like you volunteered nearly 1,200 hours of their time to identify exceptional investments that help children succeed, healthy lives, etc. For example:

- $40 per week provides a school district’s entire incoming kindergarten class with literacy kits that contain books, activities, and resources to help them get ready for school.
- $20 per week provides free income tax preparation and filing to three families, moving them toward financial stability.
- $15 per week provides food pantries with nearly 1.5 tons of food to feed hungry families in Greater Portland.
- $5 per week provides a home health visit for a senior helping to keep her/him safe and independent.
- $1 per week provides a week of after-school activities for an elementary school student that helps improve social skills and academic achievement.

I give to United Way because I want to know that every dollar I give is making the biggest possible difference for individuals and for our entire community. I hope you will join me in giving to United Way at the level that’s right for you.

Thank you,

P.S. Whether or not you were able to support the campaign, please remember that you can sign up to receive United Way e-mails at your personal address. Keep track of the lives you’ve changed and the progress made from your investment!
EMPLOYEE CAMPAIGN CHECK LIST

PLAN
- Meet with your United Way representative and begin planning your campaign.
- Go to www.unitedwaygp.org/toolkit for ideas and sample materials.
- Secure CEO or Senior Management support.
- Establish campaign goals like dollar amount and participation percentage.

GEAR UP
- Recruit and train your campaign team.
- Establish time line for campaign activities.
- Begin campaign promotion by sending a letter from management to employees (sample at www.unitedwaygp.org/toolkit)
- Download campaign supplies & prepare your campaign materials.

RUN
- Conduct a pacesetter campaign for leadership givers.
- Hand out pledge forms and/or email information about online giving to employees.
- Send follow-up emails every few days to keep up enthusiasm. Include updates, successes, and facts from the dollars at work sheet.
- Hold meetings and fundraising events (e.g., raffle, soup contest). See ideas at unitedwaygp.org.
- Give employees opportunities to learn more by coordinating United Way speakers or volunteer activities.

CLOSE
- Send a reminder email that your campaign is concluding and pledge forms need to be submitted.
- Collect pledge forms and raffle tickets. Please be sure they are all signed and make copies for your payroll/HR.
- Submit pledge forms and final reports/data to your payroll department.
- Announce campaign results to your employees.
- Thank employees with a celebration event, letter, email, etc.
- Thank your campaign team, leadership contributors and other special groups.
- Gather feedback and notes for next year.
- Choose an Employee Campaign Manager, set next year’s kickoff date, and provide this information to your United Way representative.

ONGOING
Host year-round volunteer events so employees can contribute to creating long-lasting change. Go to http://www.unitedwaygp.org/join-us/ to learn about ways to be a year-round champion for our community. Stay up-to-date on news, our progress, and ways to stay involved. Sign up at www.unitedwaygp.org.