EMPLOYEE CAMPAIGN MANAGER TOOLKIT
2016-2017
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. You support programs and initiatives 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 inform your colleagues about United Way and inspire them to give, advocate, and volunteer in support of our community.

Together, person by person, we can rally together to make lasting change.

Thank you for your leading role in making Greater Portland even greater!

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**RUNNING THE BEST CAMPAIGN**

**A Step-by-Step Guide**

Here are best practices taken from fellow Employee Campaign Managers and experts on our United Way team.

**SELECT STRONG CAMPAIGN TEAM**

The best teams have broad representation from all departments and levels.

- Involve team members by establishing a campaign committee or delegating assignments — make it easy on yourself!
- Let team members set goals for their departments and assist in deciding how best to engage peers. One size doesn’t have to fit all.

**CONNECT GOALS TO IMPACT**

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

- Set a company-wide goal.
- Connect your campaign to real results. See examples on page 8.

**INVOLVE LEADERSHIP**

Don’t be afraid to ask company leadership to get involved to help inspire others to give.

- Ask someone from your 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 leadership team to support your efforts visibly.

**PROMOTE AND COMMUNICATE**

Announcing events and campaign dates early and as often wherever you can. Whether it’s with a poster in the break room, speeches at staff meetings, emails, or messaging on your intranet, United Way can provide you with all the tools you need.

- Leverage United Way videos, posters, social media, and website.
- Tailor the sample emails on pages 6 and 7.

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**DOUBLE IMPACT**

In recognition of the importance and interconnectedness of Greater Portland’s Thrive2027 three, 10-year goals, and to inspire the widespread community support needed to achieve these goals, the John T. Gorman Foundation has offered to match all new and increased donations to this year’s campaign, up to $250,000. This means that any increases to corporate gifts, and all new employee gifts or increases by existing donors, will be matched 100% by the Foundation.

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United Way is available to support you every step of the way. If you need campaign materials or assistance getting your campaign off the ground, call us at 207.874.1000.
INSPIRE PARTICIPATION
The more people who participate, the bigger the difference made and the more you’ll 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’re always ready to talk to your employees about how their giving impacts their community.
- Lead by example and make your gift first. Your leadership and commitment will inspire others.
- Highlight United Way Leadership Giving levels — Leaders’ Circle ($1,000 or more) or Tocqueville Society ($10,000 or more) — as well as avenues to connect and engage throughout the year via UWGP’s social media channels.
- Work with your United Way Relationship Manager to set up volunteer opportunities for co-workers or to develop an employee gift-match program.

KEEP YOUR CO-WORKERS ENGAGED
We hope you and your colleagues will continue your commitment to the community throughout the year. Contact your United Way Relationship Manager about volunteer opportunities and Leadership and Affinity Groups.

- Participate in United Way’s Day of Caring. Each May, thousands of employees from hundreds of companies volunteer in our community. (Visit unitedwaygp.org/dayofcaring for more information.)
- Engage co-workers in volunteer opportunities and events throughout the year. (For more information, visit unitedwaygp.org/join-us.)
- Encourage co-workers to connect with UWGP on social media channels.
- Organize a special thank-you event to celebrate your success.

IDEAS FOR GETTING CO-WORKERS INVOLVED

1. Take a team, division, or company photo in front of your office or company sign. Share on social media using #GPmyUW #LIVEUNITED. Make sure you tag @unitedwaygp!

2. Hold a raffle for everyone who donates (prime parking spots, flee-at-3 coupon to leave early, sleep-in-late coupon to arrive late, casual clothes day, a day off, gift cards, lunch with a VIP, volunteer day at non-profit of their choice, etc.).

3. Create office teams for tricycle races, kickball, or whiffle ball tournaments to encourage friendly competition and boost morale.

4. Jail and bail: Executives get “arrested” and they can’t leave “jail” until a certain amount of money is raised for their bail. Some companies have involved off-duty police officers.

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

6. Host food-themed events and contests (pie-eating, chili cook-off, etc.). Eating together 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 department, individual, etc.

8. Hold a special event to build community and have fun. Fundraisers could include cooking contests, golf tournaments, talent shows, auctions, etc. Consider having each department assemble a theme basket (golf, chocolate, spa, BBQ, etc.) for a raffle or auction.

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

10. Hold a wrap-up party and thank everyone who participated.

Keys to Success:
- Committed campaign team
- Clear goals
- Leadership support
- Communication plan and materials
- Ongoing communication
- Events to galvanize the team
- Thanking donors
- FUN, meaningful campaign
Kickoff Communication From CEO  
**Subject line:** Give it Forward. Get it Back.

[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 at [COMPANY] create real change in our community.

When you support United Way, we all benefit. Our youth are better educated. Our neighbors are more financially stable. Our community is healthier. Your support makes a difference and is vitally important. It takes all of us.

Please hold [DATE/TIME] on your calendar for our campaign kickoff. We look forward to seeing you all there.

Sincerely,

[CEO Name]

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Kickoff Communication From ECM  
**Subject line:** Give it Forward. Get it Back.

I am so excited to be leading this year’s United Way annual fundraising campaign! We kick off on [DATE/TIME] and will wrap up on [DATE]. This year, we hope to raise even more money than last year [RESULTS]. As always, we hope you will participate, because when you support United Way, we all benefit. Our youth are better educated. Our neighbors are more financially stable. Our community is healthier.

Investing in our community is an important responsibility that we all share. 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 us on [date/time of kickoff] to show our community how we work together to LIVE UNITED. See you at the kickoff!

Sincerely,

[ECM Name]

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Additional Communication From ECM  
**Subject Line:** What can a dollar do? More than you think.

One of the most common questions [COMPANY] employees ask about United Way is what difference one donation makes. You might be surprised at how far weekly gifts as low as $1 a week can go when you donate to 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 over 1,000 hours of their time last year to ensure your donation was invested where it would do the most good. For example:

- **$40 per week provides six families that are experiencing divorce with professional support to develop positive co-parenting strategies and children with group counseling.**
- **$20 per week provides an adolescent with intensive treatment for a substance use disorder.**
- **$15 per week supports crisis response services to five schools following the death of a student.**
- **$10 per week provides quality childcare for an infant, toddler, or preschool child of a young, low-income family so that a parent can attend school, work, or pursue job training that will enable them to become financially self-sustaining.**
- **$6 per week provides legal counsel and representation to victims of domestic violence.**
- **$3 per week provides 3,060 meals to the hungry and homeless in our community.**
- **$1 per week provides 52 rides to medical appointments for seniors.**

One of the reasons I give to United Way is because I want to know that every dollar I give is making the biggest possible impact 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 are able to support United Way financially, please remember that you can sign up to receive United Way updates at your personal email address.
$1 A WEEK
Provides 52 rides to medical appointments for seniors.

$3 A WEEK
Provides 3,060 meals to the hungry and homeless in our community.

$6 A WEEK
Provides legal counsel and representation to victims of domestic violence.

$15 A WEEK
Supports crisis response services to five schools following the death of a student.

$20 A WEEK
Provides an adolescent with intensive treatment for a substance use disorder.

$40 A WEEK
Provides six families experiencing divorce with professional support to develop positive co-parenting strategies and provides children with group counseling.

CAMPAIGN CHECKLIST

PLAN
- Meet with your United Way Relationship Manager and begin planning your campaign.
- Visit 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. Samples on Pages 8 and 9 of the ECM toolkit.
- Download campaign supplies and prepare your campaign materials.

RUN
- Conduct a pacesetter campaign for leadership givers.
- Distribute pledge forms or email information about online giving to co-workers.
- Send follow-up emails every few days to maintain enthusiasm and momentum. Include updates, successes, and facts from the Give it Forward. Get it Back. sheet on Page 9 of the ECM Toolkit.
- Hold meetings and fundraising events.
- Provide co-workers opportunities to learn more by coordinating United Way speakers or volunteer activities.

CLOSE
- Send a reminder email that the 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 co-workers.
- Thank co-workers with a celebration event, letter, email, etc.
- Thank campaign team, leadership contributors, and other special groups.
- Gather feedback and notes for next year.
- Choose an Employee Campaign Manager for next year and set next year’s kickoff date then provide this information to your United Way Relationship Manager.

ONGOING
Host year-round volunteer events so employees can continue contributing to long-lasting change. Visit www.unitedwaygp.org/join-us and follow us on social media to learn about ways to be a year-round champion for our community. Stay current on news, our progress, and ways to stay involved by following United Way on Facebook, Twitter, Instagram, and Pinterest.

GIVE IT FORWARD
When we give, we get back.
Our youth are better educated.
Our neighbors are more financially stable.
Our community is healthier.
Your financial support makes a big difference. Thank you!

DOUBLE YOUR IMPACT!
This year, in recognition of the importance of Thrive2027, Greater Portland’s 10-year goals, the John T. Gorman Foundation is matching 100% of new and increased giving to United Way of Greater Portland up to $250,000.