

United Way of Hancock County

WORKPLACE CAMPAIGN GUIDE

PLANNING YOUR CAMPAIGN



DIFFERENCE MAKERS

UNITED WAY COORDINATORS



Thank you for being a UNITED WAY COORDINATOR

Dear Coordinator,

This guide has been designed to give an overview of what running a successful workplace campaign can look like. The guide leaves room for you to adapt your campaign to suit your organization.

The best campaigns personalize kickoff activities and share stories and stats that are meaningful and relevant to a particular workforce. We've seen a lot of great ideas over the years, so feel free to brainstorm your plans with your Division Chair, members of our Campaign Cabinet, or the UWHC Resource Development Director.

Thank you for using your time and talent on behalf of every vulnerable child, individual and family in Hancock County.

Sincerely,



Angela DeBoskey
CEO, United Way of Hancock County



BE SURE TO ENGAGE ALL FOUR DONOR TYPES FOR A SUCCESSFUL CAMPAIGN



GIVER

SUPPORT BECAUSE THEY WANT TO DO GOOD.

"I get it! I care and want to support the work!"



GETTER

DO IT TO GET SOMETHING IN RETURN LIKE
REWARDS AND RECOGNITION.

"An extra vacation day? Sweet! I'm in!"



GAMER

ENJOY WHEN IT'S MADE INTO A COMPETITION.

"I enjoy teaming up and winning!"



GONER

WANTS NOTHING TO DO WITH IT.

"United Way is not a good fit for me."

BENEFITS OF RUNNING A WORKPLACE CAMPAIGN

A United Way workplace campaign is an engaging way to unite your organization around a common goal: Improving people's lives.



BENEFITS TO COMPANY

- Fosters positive workplace culture and employee engagement
- Contributes to philanthropic/corporate social responsibility goals
- Increases marketing exposure in community and attracts talent
- Offers networking opportunities and eligibility for award recognition at United Way events
- Funds and promotes programs individual employees may benefit from
- Offers potential tax benefits



BENEFITS TO EMPLOYEES

- Simplifies giving through payroll deduction
- Increases awareness of local issues and available services
- Creates fun and meaningful workplace events
- Offers leadership development opportunities
- Connects staff to volunteer and networking opportunities



BENEFITS TO COMMUNITY

- Ensures contributions make greatest impact
- Reaches those furthest from opportunity
- Invests in effective, cross-sector collaboration

PLANNING YOUR CAMPAIGN

CAMPAIGN START DATE: _____

CAMPAIGN END DATE: _____

OUR GOAL IS... _____

OTHER HELPFUL TIPS:

- Join leadership in pledging first, so co-workers and team members know you are fully vested in the success of your fundraising efforts.
- Reach out to retirees.
- Ensure that each employee has the opportunity to give.
- Use incentives for new donors and to increase current giving levels. Incentives can include paid days off, jeans day, a cookout, gift cards, etc.

| ✓ Before the Campaign PLAN | | Target Date |
|--|--|-------------|
| CEO/senior management support and suggest organizational incentives | | |
| ↳ Determine your participation goals (dollars raised and/or percentage of participation) | | |
| ↳ Will there be a company gift? | | |
| Recruit a team to help with the campaign | | |
| Discuss performance of past campaigns and develop a calendar of events | | |
| ↳ Opportunities and challenges | | |
| ↳ Schedule campaign kickoff, and determine how long you will run your campaign | | |
| ↳ Be sure to invite retirees to your kickoff event | | |
| ↳ Special events, incentives, speakers, etc. | | |
| ↳ Create a communication plan for before, during and after campaign | | |
| Send a Calendar of events to employees along with a letter from your CEO endorsing the campaign | | |
| ✓ During the Campaign ENGAGE | | |
| Hold a kickoff event with a United Way director and agency representative. | | |
| Distribute pledge forms and campaign materials to all employees. Ensure EVERY employee has an opportunity to give. | | |
| Keep the momentum and energy going by sharing success stories, community facts and photos via your intranet and social media channels. | | |
| Conduct special events for employees to learn more about how their donation makes a difference in Hancock County. | | |
| Send reminders about campaign events, incentives and deadline | | |
| ✓ After the Campaign THANK | | |
| Collect all pledge forms. | | |
| Follow up on any company contribution or employee match. | | |
| Calculate the results and review with your committee. Prepare final report envelope and contact United Way letting us know it's ready to be picked up. | | |
| Share and celebrate the results with all employees. | | |
| Have a wrap-up meeting with your committee and take notes on challenges and successes. Keep these notes handy for next year. | | |
| Thank all donors with a celebration event, or a letter or email from your CEO. | | |
| Give feedback to United Way about how we can continue to improve its campaign | | |
| ✓ Throughout the Year EDUCATE | | |
| Keep employees updated on United Way events. | | |
| Promote volunteer opportunities. | | |
| Offer lunch and learn sessions. | | |
| Share success stories. | | |

UPCOMING DATES:

8/14 - 9/15: Pacesetter Campaigns

9/11 - 9/15: Kickoff Week Events

9/11 - 11/17: Campaign Season

11/2: Downtown Restaurant Tour

11/17: Pledge Forms due to UWHC

LET US HELP

Scan the QR code to access resources with local statistics and stories of change.



Got a question?

Contact **Kelley McClurkin**,
Resource Development Director:
kelley.mcclurkin@uw Hancock.org
419-423-1432

MAKE A DIFFERENCE BY JOINING VOLUNTEERS UNITED!

United Way of Hancock County maintains a year-round calendar of volunteer opportunities for groups of any size, and offers custom volunteer and engagement pairings to help your organization Make a Difference in our community.



Contact Sarah Mayle, UWHC Volunteer Director, at volunteer@uw Hancock.org to find out more!

Agencies We Support

Vulnerable Children Initiative

- CASA/GAL of Hancock County
- Boy Scouts of America, Black Swamp Area Council
- Center for Safe & Healthy Children
- Challenged Champions Equestrian Center
- Children's Mentoring Connection
- Findlay City Schools Preschool Scholarship Program
- Findlay Hope House
- Girl Scouts of Western Ohio
- Hancock County Educational Services Center Preschool Scholarship Program
- Open Arms Domestic Violence & Rape Crisis Services
- Salvation Army
- West Ohio Food Bank
- YMCA Feed-A-Child Program

Safety & Health

- American Red Cross
- CASA/GAL of Hancock County
- Cancer Patient Services
- Center for Safe & Healthy Children
- Challenged Champions Equestrian Center
- Open Arms Domestic Violence & Rape Crisis Services
- West Ohio Food Bank

Food Security

- Christian Clearing House
- Halt Hunger Initiative
- Salvation Army
- West Ohio Food Bank
- YMCA Feed-A-Child Program

Workforce Development & Transportation

- HHPW Community Action Commission (HATS)
- Raise the Bar Hancock County

Housing

- Findlay Hope House
- Open Arms Domestic Violence & Rape Crisis Services

Community

- Center for Civic Engagement
- Volunteer Income Tax Assistance (VITA)
- Volunteers United