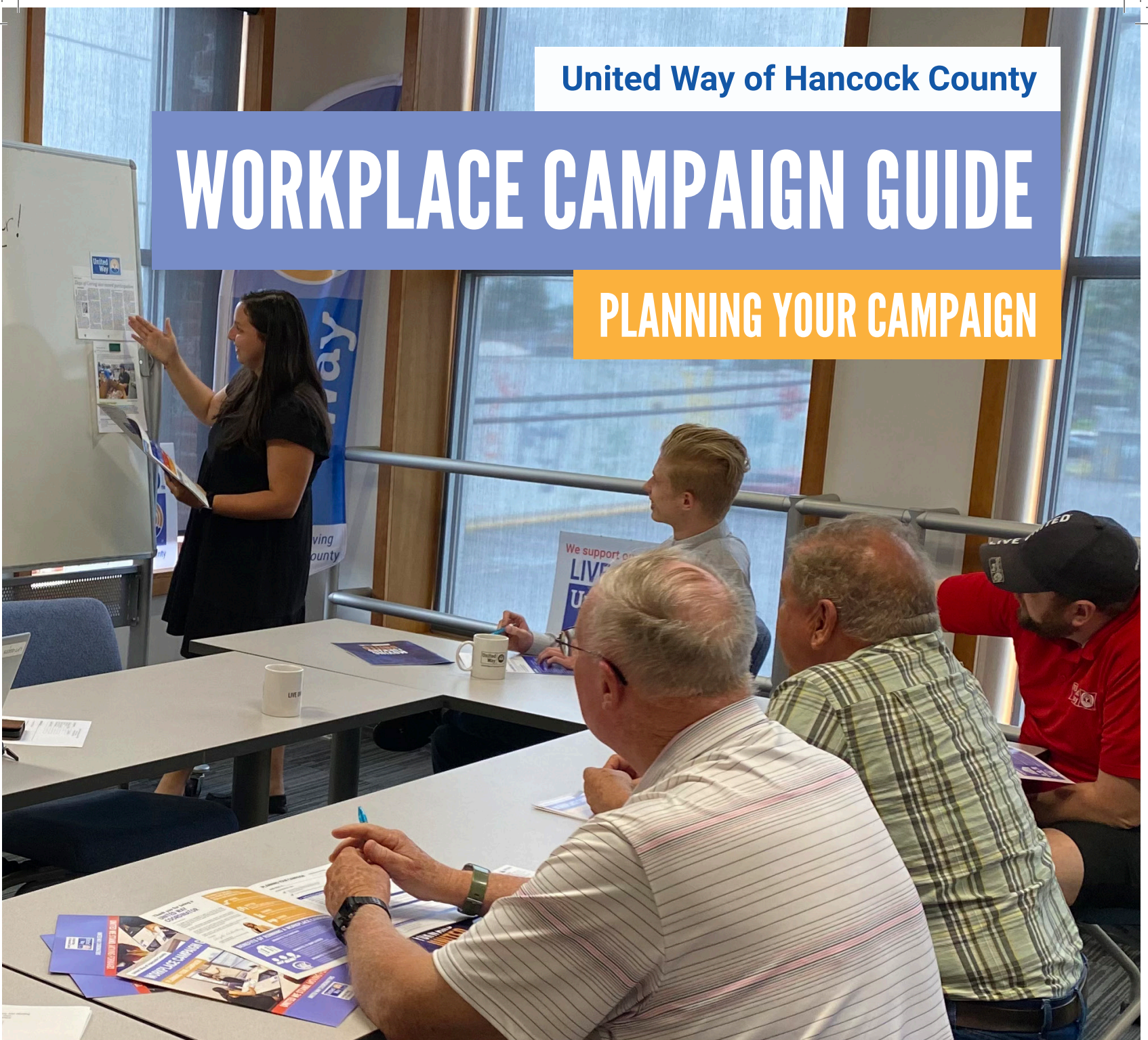


United Way of Hancock County

WORKPLACE CAMPAIGN GUIDE

PLANNING YOUR CAMPAIGN



DIFFERENCE MAKERS. *LIVE UNITED.*

UNITED WAY COORDINATORS



United Way of Hancock County

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, and share stories and stats that are meaningful and relevant to each workforce.

We've seen a lot of great ideas over the years, so feel free to brainstorm your plans with your Division Chair, our Campaign Cabinet, or UWHC Resource Director.

Thank you for using your time and talent on behalf of every 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 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 that co-workers 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, cook outs, 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 how long you will run your campaign	
	↳ Be sure to invite retirees to your kickoff event	
	↳ Special Events, incentives, speakers	
	↳ 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 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 UW 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 them handy for next year	
	Thank all donors with a celebration event, 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

8/15 - 9/16 Pacesetter Campaigns

9/12 Kickoff Week Events

9/12 - 11/18 Campaign Season

9/19 - 9/21 Days of Caring - Fall

11/3 Downtown Restaurant Tour

11/18 Return Pledges to UWHC

LET US HELP 

United Way
of Hancock County



To access resources with statistics and stories of change, please visit:
www.uwhancock.org/campaign-tool-kit

Contact Kelley McClurkin,
Resource Development Director at
Kelley.McClurkin@uwhancock.org
or call (419) 423-1432.

MAKE A DIFFERENCE BY JOINING VOLUNTEERS UNITED

United Way of Hancock County has a year-round calendar of volunteer opportunities for groups of any size, as well as, custom volunteer and engagement opportunities for your organization to make a difference.

Contact Sarah Mayle, Volunteer Coordinator at
volunteer@uwhancock.org to find out more.



OUR PARTNERS

- American Red Cross North Central Chapter
- Boy Scouts of America: Black Swamp Area Council
- CASA/GAL of Hancock County
- Cancer Patient Services
- Center for Civic Engagement
- Center for Safe and Healthy Children
- Challenged Champions Equestrian Center
- Children's Mentoring Connection
- Christian Clearing House
- Community Gardens of Hancock County
- Feed-A-Child through Findlay Family YMCA
- Findlay City Schools Pre K program
- Girl Scouts of Western Ohio
- Findlay Hope House
- HHWP Community Action Commission (HATS)
- Hancock County Educational Services Center Pre K program
- Open Arms Domestic Violence & Rape Crisis Services
- Raise the Bar Hancock County
- Salvation Army
- West Ohio Food Bank

United Way of Hancock County
318 W. Main Cross Street, 2nd floor,
Findlay, OH 45840

Mailing Address:
P.O. Box 274,
Findlay, OH 45839