



**United Way
of the Coalfield**

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EMPLOYEE CAMPAIGN COORDIATOR GUIDE

2008-2009 CAMPAIGN



Reach out a hand to one and influence the condition of all.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

YOUR ROLE AS EMPLOYEE COORDINATOR

DID YOU KNOW THAT YOUR ROLE AS EMPLOYEE COORDINATOR IS ONE OF THE MOST IMPORTANT IN THE CAMPAIGN? YOUR CREATIVITY, ENTHUSIASM AND LEADERSHIP IS ESSENTIAL TO YOUR COMPANY'S OVERALL CAMPAIGN SUCCESS. BUT DON'T WORRY, WE WILL BE THERE TO HELP EVERY STEP OF THE WAY. YOUR WORK IS IMPROVING LIVES. YOUR SUCCESS IS NOT MEASURED IN DOLLARS BUT THE NUMBER OF LIVES CHANGED.

THANK YOU FOR THE SUPPORT, ENERGY, EXCITEMENT AND DETERMINATION YOU PROVIDE FOR THE UNITED WAY OF THE COALFIELD. YOUR INVOLVEMENT IS TRULY APPRECIATED AND WE WISH YOU THE BEST DURING YOUR CAMPAIGN

Sample Meeting Agenda

Welcome	Employee Coordinator	1 Min.
Endorsements	CEO/ Sr. Executive	2 Min.
UWC Overview	UW Representative	3 Min.
	Together, We Improve Lives	
	Focus Area	
	28 Programs and agencies funded	
	Why you should give	
Guest Speaker	Agency Rep or Client	3-5 Min.
	General agency information	
	How people are being helped	
	How funded programs fill a need in community	
	Describe the support UWC provides	
	Describe how the dollars are spent	
	Success story	
Campaign Video		4 Min.
Make The Ask	Employee Coordinator	5 Min.
	Address any questions	
	Explain the pledge card	
	Make the ask—care share or other	
	Specified amount	
	Ask for all cards to be turned in at the close of the meeting	
Closing remarks	Employee Coordinator	2 Min.
	Thank You	
	Collect Pledge Cards	

CAMPAIGN IDEAS (NOTES)

SPECIAL EVENTS (CONTINUED)

Loose Change Roundup

Choose a day and have your CEO walk through the company to gather change from employees. Have employees empty pockets, purses and desks.

Theme Baskets

Each department in your company sponsors a theme basket (golf, chocolate, day of pampering, etc) by purchasing products to fill up. The baskets are then auctioned or raffled off.

Karaoke Party

Have participants pay to enter the contest or pay to have company executive sing a song of your choice. Have costumes and props available.

Take a Day Off For United Way

Employees “buy” a vacation day. Wages from the day’s work are deducted from you paycheck. The organization may choose to match the amount deducted, with all proceeds donated to the campaign.

Jail & Bail

Pledge money and issue warrants to put co-workers or bosses in jail. Individuals must raise money and post bail to get out of jail.

Dress Down Days

Employees pay \$3:00 to be able to dress down for a day

Candy Grams

Employees pay to send a candy gram to a co-worker

Penny Wars

Each Department is given a jar, or some other container to collect money. The object is to have the most money in your jar. Pennies are added to the total, and silver coins (nickels, dimes, quarters) are subtracting from the total. One department can “sabotage” other departments by putting silver coins into their jars.

10 Steps to a Successful Campaign

Get to know United Way

- * Attend an Employee Coordinator training workshop
- * Consult Your United Way literature
- * Call your United Way contact to set up agency tours if desired.

Gather and Evaluate Information

- * Review Past Campaign Results

Involve Your CEO

- * Meet with your CEO to discuss campaign objectives
- * Ask your CEO to allow time for training and group meetings
- * Make a list of functions your CEO should attend
- * Identify incentives for your CEO to approve
- * Draft endorsement letter for your CEO to sign

Develop a Strong Campaign Team

- * Include people from all levels and divisions including unions
- * Assign specific tasks to each campaign committee member

Set Campaign Objectives

- * Increase participation from _____ to _____.
- * Increase average gift from _____ to _____.
- * Increase number of care share givers from _____ to _____.
- * Based on the above, calculate our campaign goal _____.

Promote The Campaign

- * Plan campaign activities and themes
- * Distribute CEO (and union, when applicable) endorsement letters
- * Display Posters, thermometers and other material
- * Plan campaign kick-off event

Develop a Leadership Giving Strategy

- * Identify current Leadership donors and prospects
- * Coordinate solicitation meeting for Leadership giving

Ask For A Gift

- * Schedule group meetings for all employees or one on one solicitation

Campaign Progress Update

- * Update coworkers about campaign status in relation to goals
- * Ensure 100% of employees have been given the opportunity to give
- * Conduct card-for-card analysis

Say “Thank You”

- * Celebrate your accomplishments and thank everyone involved

PUBLICITY AND INCENTIVE IDEAS

Promotion is a key ingredient to a successful campaign. The following are suggestions on how to publicize your campaign and build the spirit of giving by creating an enthusiastic atmosphere.

Publicizing Your Campaign

- Send messages via e-mail or in house computer system
- Publish articles in the employee newsletter
- Post information on bulletin boards
- Publish a calendar of campaign events
- Display United Way posters in heavy traffic areas
- Send memos or letters from the CEO to all employees
- Encourage friendly competition among departments

Incentives can be a motivating force in encouraging people to donate a specific amount, to turn in pledge forms, to increase gifts or participation, or encourage payroll deduction.

Incentives for Employee Donations

A “tiered” incentive raffle is very effective. Chances are given for achieving an established level. For example:

- 1 Chance for donating a minimum dollar amount
- 3 Chances for donating via payroll deduction (min. \$1/week)
- 4 Chances to increasing last year’s pledge
- 6 Chances for leadership giving

Types of Prizes

- | | |
|---------------------------|-------------------------------|
| Casual Day | Midnight Breakfast |
| CEO Car Wash | Ice Cream Social |
| Tickets/Gift Certificates | UW Parking Space |
| Vacation Days | “Sleep In” Passes |
| Cookout/Carnival | “Leave Early” Passes |
| Pizza Party | Extra 1/2 hour lunch for week |
| Valet Parking | Gift Baskets |

SPECIAL EVENT IDEAS

One of the best ways to increase participation in your workplace campaign is to HAVE FUN! What better way to have fun than to celebrate the joy of doing for others. Special events are a great way to add some excitement and energy to your campaign—and show your commitment to the community.

Craft/Bake Sale

Employees donate goodies to sell. All proceeds benefit campaign

Auction/Garage Sale

Employees donate items to be auctioned or sold

Guess How Many

Employees pay to guess how many of an object (jelly beans, peanuts etc.) are in a jar. Closest guess wins a prize.

Snack Cart

Sell donated bagels, donuts, juice, desserts, and sodas to employees. Add a theme to the cart by adding music and dressing in costume while roaming through company.

Taste of...

Employees donate food and have a “Taste of (company)”. Tickets are sold to the event.

Bosses Breakfast

Employees purchase tickets to attend a special breakfast cooked and served by senior management.

“Buy a Big Shot” Auction

Get executives to donate a half day to your campaign. Auction off each to the highest bidding employee or department. The executive then will work in the department for half –day.

Flower Sale

Making arrangements with a local greenhouse and hold a flower sale. Flowers sold to you at wholesale rate can be marked up for sale to your employees. The difference is donated to United Way.