

United Way of Champaign County

EMPLOYEE CAMPAIGNS

A GUIDE TO PLANNING YOUR 2022 CAMPAIGN



Thank you for being a UNITED WAY EMPLOYEE CAMPAIGN COORDINATOR

Dear ECC,

You are essential to the success of our Annual Campaign. Without you, we could not provide the critical funds needed to support our fight to improve health, education and financial stability in Champaign County.

United Way believes that each of us has a stake in the success of our fellow citizen. Through the Workplace Campaign, we show the power of Living United and ensure our community thrives.

Whether this is your first time as an Employee Campaign Coordinator (ECC) or you're a seasoned veteran, we hope this freshly updated guide will help you conduct a successful campaign from start to finish.

On behalf of United Way, and all of the people served in our community, we thank you for coordinating your 2022 workplace campaign.

Sincerely,

Sue Grey

President & CEO, United
Way of Champaign County

Sarah Zehr

United Way Board Chair
University of Illinois

ABOUT THE UNITED WAY ANNUAL CAMPAIGN

For 98 years, the United Way Annual Campaign has raised critical funds to support our neighbors and find solutions to our toughest local challenges.

The Campaign began with volunteers who went door-to-door collecting pledges. And while today's campaign methods are different, the message is the same as it was nearly 100 years ago: let's Live United and support our neighbors.

Last year over 5,000 people and 150+ businesses joined together and gave to the United Way Campaign. This is Champaign County's biggest and longest-running local fundraising event.

It's a true testimony to the caring power of communities and a showcase of what we can achieve when we Live United.

ECC BENEFITS

- Career-building skills
- Networking opportunities
- Recognition within your organization
- Expert knowledge of the value of giving to United Way

ECC ROLE DESCRIPTION:

Engage co-workers in building a stronger community by planning, organizing, and coordinating a successful United Way Campaign.

ECC TASKS

- Work closely with your organization's leadership
- Work closely with your United Way staff
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you (if needed)
- Hold campaign kickoff and recognition events
- Promote the campaign throughout your organization
- Encourage leadership giving in your campaign
- Make your campaign fun
- Thank your donors and volunteers



CAMPAIGN CHECKLIST



Denotes resources available at
www.UnitedWayChampaign.org/ECC

✓ Plan Your Campaign

Target
Date

Attend United Way ECC Rally.	
Review the previous campaign's performance, determine opportunities and challenges.	
Meet with your CEO, determine your participation and monetary goals, incentives for giving, and get his/her personal endorsement.	
Recruit a Planning Committee (if necessary).	
➡ Reach out to any United Way Emerging Community Leaders, Board Members or Committee Members at your workplace.	
Meet with your United Way staff member to discuss campaign strategies, themes and develop a calendar of events.	
Request materials & speakers through your United Way staff member. 🔗 Available Materials	
Send a "Campaign Kickoff" letter from your CEO endorsing and announcing the upcoming campaign. 🔗 Sample Communications	
➡ Reach out to key employees and invite to the kickoff..	
Promote your campaign and distribute your calendar of events. 🔗 Fundraising Ideas	
Consider incorporating a volunteer opportunity into your campaign. 🔗 Workplace Volunteerism	
Visit the online Toolkit any time for campaign materials and ideas. 🔗 Campaign Toolkit	

Execute Your Campaign

Hold Kickoff Event with a United Way speaker and video.	
➡ Share your story...why do you give?	
Acknowledge Pillar donors (\$500 or more annually).	
Hold a Leadership Giving recruitment event. 🔗 Leadership Giving Campaign	
Conduct special events, Lunch & Learn sessions and other activities. 🔗 Fundraising Ideas	
➡ Share photos of persons participating in these events via your intranet.	
Make sure every employee receives a pledge form and has the opportunity to give.	
Publicize community facts and interim campaign results. 🔗 Stories, Sample Communications	

Finalize Your Campaign

Collect pledges, calculate results and submit campaign envelopes to your United Way staff. Follow up with any regular donors who did not pledge.	
Review campaign results with your Committee members.	
Announce results to all employees.	
Thank all donors with a celebration event, letter or email from your CEO or a visit from a United Way representative.	



PILLARS - LEADERSHIP GIVING

United Way Pillars are a group of people who demonstrate extraordinary concern by donating \$500 or more annually to United Way.

Pillar gifts can be made through payroll deduction, direct payments or stocks/securities. Workplaces that encourage Pillar giving have higher rates of employee participation and increased campaign dollars.

PILLAR LEVELS

\$500 - \$999	Bronze
\$1,000 - \$1,999	Silver
\$2,000 - \$2,999	Gold
\$3,000 - \$4,999	Platinum
\$5,000 - \$7,999	Cornerstone
\$7,500 - \$9,999	Diamond Circle

Alexis de Tocqueville Society
\$10,000 and up

We would love to work with you to implement strategies to increase Pillar giving at your workplace. Contact:

Becca Guyette
Chief Development Officer
becca@UnitedWayChampaign.org
217.352.5151

"I'm shocked because I know some people aren't making much money and they are a Pillar giver, \$500 a year. They always have a reason. Something happened in their life and there's a reason they give. We really try not to miss anyone with the campaign, because you never know who wants to give. If they aren't asked, you miss them."

Dan Wheatman
Retired, Schnucks

WHAT CAN MY UNITED WAY STAFF HELP WITH?

We are Workplace Campaign Experts! Our staff has over 60 years of combined fundraising experience. We are here to assist you with materials, campaign theme and strategies, organizing speakers, and any additional support needed.

UNITED WAY'S COMMUNITY IMPACT FUND

Giving to United Way's Community Impact Fund is the most efficient and most powerful way for you to invest in your community.	Community Impact Fund	Designated to agency
Community needs are assessed and the most critical issues are identified.	✓	
Funding stays local and is based on program performance and overall impact on our community.	✓	
Rigorous program oversight is provided by United Way staff and volunteers year-round.	✓	
Agencies are reviewed by United Way staff and volunteers to ensure program effectiveness and progress.	✓	
Reviews of agencies' financials are conducted.	✓	
Donor will receive regular updates on progress made in our community thanks to their gift	✓	
Donate conveniently through workplace campaign and payroll deduction.	✓	✓
Donation is distributed directly to nonprofits.	✓	✓

THE BEST WAY TO GIVE.

A gift to United Way's **Community Fund** allows you to help more people than a gift to a single nonprofit can.

United Way experts look for gaps and duplications so **Community Impact Fund** dollars go to the needs everyone is aware of but also to those needs less obvious but no less important.

Your gift to United Way's Community Impact Fund ensures that your donation is invested where the need is greatest. Donations are monitored to ensure the programs are effective, meet current community needs, and are financially stable and sustainable.

PERSONALIZE YOUR GIFT

Many people have a strong passion for one of our Impact Areas - Health, Education, or Financial Stability. At United Way, we provide the opportunity for donors to direct their Community Impact fund gift to one of these areas. Donors will receive special communications about their chosen area.




WE ARE TRUSTWORTHY & EFFECTIVE

- At United Way, we invest in programs that produce results at agencies that manage their money wisely.
- We have been recognized nationally and locally for our high rate of efficiency.
- Nearly 90 cents of every dollar raised is invested into our community.
- Your gift stays local.

TIPS FOR A SUCCESSFUL CAMPAIGN

Get People Interested

78% of people are more likely to give a financial donation if they first have a positive engagement experience.


- **Share the story:** Educate employees by inviting a United Way speaker to share a story about the positive impact that donor dollars have on our community. Contact your United Way staff to schedule a speaker.
 - **See impact in action:** Share the Campaign Video. This is one of the most effective tools!
-  **Campaign Video**
- **Volunteer:** Strengthen your team and community by participating in a volunteer project.
 - **Emerging Community Leaders** is a great opportunity for your company's young professionals.
 - **Women United** lunch and learns occur throughout the year and dig deep into United Way's work



Denotes resources available at www.UnitedWayChampaign.org/ECC




Make the Ask

Research shows that the #1 reason people don't give to United Way is because they were never asked.

- **Ask for the pledge:** With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.
 - **Answer questions and handle concerns:** Answer questions honestly and if you don't know the answer ask your United Way representative.
 - **Leverage incentives:** Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking, and gift cards are great incentives. United Way can also provide limited goodies.
-  **Incentive Ideas**
- **Say thank you:** Regardless of whether your colleague decides to give, thank them for their time.
 - **Don't pressure:** Giving should always be a personal choice.

LIVE UNITED All Year Long

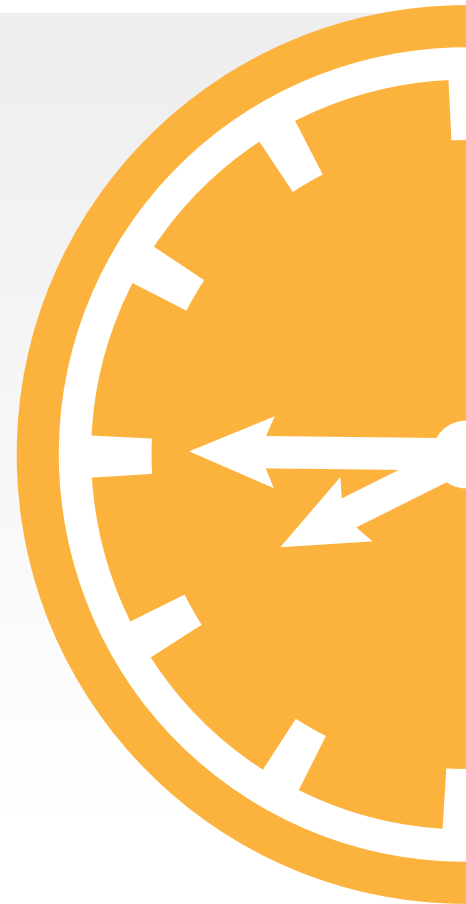
90% of businesses indicated that partnering with reputable nonprofit organizations enhances their brand. We provide you with all the tools you need to show donors how United Way is using their gift, months after they've given.

- **Share facts and updates:** Send fun facts and stories via emails, newsletters, the intranet, or a bulletin board.
-  **Sample Communications**
- **Connect on social media:** Advocate for United Way by posting photos of your employee volunteers in action or your special event.
-  **@UWChampaign**
-  **United Way of Champaign County**
- **Create an annual engagement calendar** that includes Lunch & Learn sessions, hosting a drive, volunteer days and more. Contact your United Way staff for more information.

ONLY HAVE 60 SECONDS?

Be an Advocate:

- **United Way fights for the health, education and financial stability of every person in Champaign County.**
- Yes, we raise funds in order to provide grants to high quality local programs. But United Way is so much more than fundraising.
- We're finding new solutions to old problems. We study our community's most pressing needs. And we reach across the community, bringing people together around common goals. At United Way, we take action.
- This year, thanks to thousands of generous people in Champaign County, our Community Impact Fund will provide millions in support to the community through grants and initiative work.
- United Way deeply values accountability and transparency, so we report back to the community on the progress that's being made.
- United Way believes in a bright future for Champaign County. That's why we choose to Live United, and we invite you to join too.



WE'RE LOCAL PEOPLE SUPPORTING OUR LOCAL COMMUNITY.

Your United Way staff is here to support you!

All staff can be reached at 217-352-5151



Becca Guyette, CFRE, CFA
Chief Development Officer
becca@unitedwaycampaign.org

Expert in...
Workplace campaigns
Pillar Leadership Giving
Planned and estate gifts
Sponsorship



Salvo Rodriquez
Director of Workplace Campaigns
salvo@unitedwaycampaign.org

Expert in...
Workplace campaigns
ePledge
Emerging Community Leaders
Sponsorship



Paula Santiago
Director of Engagement
paula@unitedwaycampaign.org

Expert in...
Workplace campaigns
Women United
Emerging Community Leaders
Sponsorship



Brad Diel
AFL-CIO Community Service Liaison
brad@unitedwaycampaign.org

Expert in...
Workplace campaigns
Labor Union Giving
Sponsorship

VOLUNTEER EVENT IDEAS

ON-SITE

Do good without even leaving the office.

- Host a kit packing party for personal care items or Getting Ready for Kindergarten kits.
- Coordinate a supply collection drive for school supplies, winter apparel or diapers.
- Organize a sandwich-making or snack pack assembly line.



SKILL BASED

Use your professional talents to make a difference.

- Serve as an interview or resume-writing coach at one of our Financial Stability partners.
- Become a financial budgeting coach through *Money Mentors*.
- Connect with one of our Education programs and share your professional expertise and career advice with local youth.

LEVERAGING YOUR PRODUCT

Roll up your sleeves and do what you do best.

- Consider a product or service that you offer, can it be used to help others?
- Whether you are a transport company, mattress manufacturer or offer financial planning products, you can do good through your product.



WHAT YOUR DOLLARS CAN DO

Your gift, no matter what size, makes a difference. Plus, the dollars you donate to United Way's Community Impact Fund stay right here in our community. For the cost of everyday items and activities, you can provide urgent and life-changing resources that impact people throughout our community.



e-Pledge: Take Your Campaign Online

e-Pledge is an online pledging solution that allows employees to pledge through United Way's website. You can include your company logo, CEO endorsement letter, photo, incentives, and donation instructions. This is a great option for larger companies or companies with many locations.

**Note: e-Pledge takes us a little bit of time for us to set up. Please contact your United Way staff several weeks in advance of your campaign so we can get it ready for you.*

Benefits of e-pledge

- Reduced paperwork
- Easy to read - no more triplicate forms
- Instantly know how your campaign is doing, any time
- Receive a digital report of all pledges
- Easily reach remote employees

Sponsorship Options

United Way of Champaign County offers a robust corporate sponsorship program.

From tee signs at our golf outing to presenting-level sponsorship of our signature events, United Way would love to work with you to find a sponsorship option that fits your company's budget and philanthropic goals.

Contact your United Way representative to learn more.



Women United

Women United® mobilizes a powerful network of women who strengthen our community through an investment of talent, compassion and philanthropy.

Women United® is fighting for women's health, education and financial stability through support of United Way's Community Impact Fund.

Talk to your United Way staff member to learn how your company can get involved.

**UNITED WAY
WOMEN
UNITED®**



Be recognized in our Annual Report if your company makes a Corporate Gift to United Way!

Campaign Awards

United Way appreciates all of our 250+ Employee Campaign Coordinators. To thank you and recognize your efforts, we present awards at our ECC Celebration each March.

Outstanding Special Event

Awarded to the campaign with the most creative or unique special event during their campaign. To nominate your company, submit photo(s) of your event and a brief summary to salvo@UnitedWayChampaign.org no later than January 15, 2023.

ECC of the Year

Awarded to the ECC(s) whose employee campaign exceeds goals and utilizes United Way best practices.

Excellence Awards

Presented to ECCs who have managed their Employee Campaign for 10 or more years



UnitedWayChampaign.org/ECC

