

United Way of Central Illinois

EMPLOYEE CAMPAIGN COORDINATOR GUIDE

A GUIDE TO PLANNING YOUR WORKPLACE CAMPAIGN



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Thank you for being a United Way Employee Campaign Coordinator



United Way of Central Illinois' Annual Campaign is about bringing people together to support the causes our community cares about.

For more than 100 years, United Way has been uniting our community to tackle our toughest challenges. We've overcome an economic depression, recessions, a world war and a pandemic; and we've only overcome these challenges because of you. Behind all of our work is the heartfelt desire of our donors, advocates, and volunteers to create a better tomorrow for our community.

As an Employee Campaign Coordinator (ECC), your role is crucial to the success of not only your company's campaign, but our ability to have a positive impact on our community. Thank you!

Whether this is your first time as a coordinator or you have organized your campaign multiple times, this guide will help you get the most out of your campaign; and more importantly, change the lives of thousands of individuals and families throughout our community.

Thank you for being a part of the annual United Way Campaign.

Sincerely,

Jarid Brown

Director of Resource Development – United Way of Central Illinois

CONTENTS

Here's what you will find in these pages:

Campaign Awards and Recognition	4
Campaign Checklist	5
Ways to Engage Employees	6
Special Events and Incentives	7
Campaign Resources & Tools	8
Leadership Giving Societies	9
Making the Ask	10
Top 10 Campaign Tips	11
Frequently Asked Questions	12

WHAT EVERYONE SHOULD KNOW

- United Way is the most efficient and powerful way for you to invest in our community.
- We are **4-star rated by Charity Navigator** and invest every dollar raised into community problem solving.
- United Way is not a short-term investment; it's about lasting change. We tackle our community's most critical problems.
- United Way is:
 - Effective. We invest in programs in good financial health and with results that are measurable, sustainable, and meet community needs.
 - Efficient. Donor dollars are leveraged with others to meet the most pressing needs in our community.
 - Local. We only invest in programs serving our community. When you invest in United Way, you are helping your neighbors.



BE AN INFORMED CHAMPION

Our Mission

Improving lives by uniting our community to address the basic needs, education, financial stability and health of every person.

Our Vision

Building Sangamon and Menard Counties into a vibrant region where individuals and families thrive, where people work together to protect its most vulnerable citizens, ensure a safe and healthy community, address its most challenging issues and enhance the quality of life for all citizens.

WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

Employee Campaign Coordinators (ECC) are key to the success of every company's United Way fundraising campaign. More importantly, however, you serve as the connector between United Way and the employees of your company, and play an important role in the partnership between United Way and your employer. Together, we will educate your colleagues about United Way's vital role in the community and provide them with an opportunity to give, advocate and volunteer with us. Whether you volunteered or were asked to take on this role, we appreciate you, and we are here to help!

WHERE TO START

3 EASY STEPS TO SUCCESS

1. **Plan Your Campaign** - Every good campaign starts with a plan to engage your employees.
2. **Execute Your Campaign** - Following thru with your campaign plan.
3. **Finalize Your Campaign** - You achieved your goal, but what comes next?

Start with our checklist on page 4.

ALWAYS REMEMBER...

The Best campaigns are:

FUN,

EDUCATIONAL,

and ENGAGING.

CAMPAIGN AWARDS & RECOGNITION

Employee Campaign Coordinators of the Year

Awarded to a single ECC or Campaign Team whose extraordinary efforts transformed how their company engages employees in volunteerism, advocacy and giving.

Rising Star Award

Awarded to company who stepped forward to give back to United Way for the first time and is starting a tradition of giving back to our community.



Best In Class Award

Awarded to a single company and single nonprofit based upon overall percentage increase in donations, employee participation & per capita giving.

Campaign Gold Achievement Award

Awarded to multiple organizations with at least 50% participation and/or 40 donors; have an overall increase in giving; and participate in at least one volunteer activity.

Campaign Silver Achievement Award

Awarded to multiple organizations with at least 20% participation and/or 15 donors; have an overall increase in giving; and participate in at least one volunteer activity.

Most Generous Companies

Recognizes the top 20 organizations based upon total giving.

Most Generous Nonprofits

Recognizes the top 5 nonprofit organizations, with under 200 employees, based upon total and per capita giving.





What Does An ECC Do?



CAMPAIGN CHECKLIST

Learn

- ☐ Identify a co-chair or planning committee
- ☐ Attend United Way ECC Training
- ☐ Visit the online Toolkit any time for campaign materials and ideas

Plan

- ☐ Meet with your United Way representative to 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
- ☐ Ask leadership level givers at your workplace to share their story
- ☐ Request supplies & speakers through your Loaned Executive
- ☐ Promote your campaign and distribute your calendar of events
- ☐ Consider incorporating a volunteer opportunity into your campaign

Engage

- ☐ Hold Kickoff Event with United Way and agency speaker
- ☐ Share your story...why do you give?
- ☐ Acknowledge your Loyal Contributors (10+ year donors)
- ☐ Hold a Leadership Giving, Retiree, and/or Loyal Contributor event
- ☐ Conduct special events, Lunch & Learn sessions and other activities
- ☐ Share photos of persons participating in these events via your intranet
- ☐ Make sure every employee receives pledge form and has opportunity to give
- ☐ Publicize community facts and interim campaign results

Report

- ☐ Collect pledges, calculate results and submit final report envelopes to your Loaned Executive.
- ☐ Review campaign results with your Committee members and Loaned Executive.
- ☐ Thank all donors with a celebration event, letter or email from your CEO or a visit from a United Way staff member.

YOUR INVESTMENT IN UNITED WAY

Giving to United Way is the most efficient and most powerful way for you to invest in our community.	United Way & Special Initiatives	Designated to Agency
Community needs are assessed and the most critical issues are identified.	✓	
Funding stays local. Funding stays local. Funding stays local.	✓	
Funding 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 visited by United Way staff and volunteers to ensure program compliance and progress.	✓	
Quarterly reviews of services delivered are conducted.	✓	
Donate conveniently through workplace campaign and payroll deduction.	✓	✓
100% of your donation supports program services.	✓	✓

WAYS TO ENGAGE EMPLOYEES

PROGRAM/AGENCY VISITS

Program Tours offer a great opportunity to learn more about how our programs are serving the community. United Way can help schedule visits to one or more programs during your campaign.

IDEA: SCHEELS schedules a multi-program tour for members of their leadership team. These visits resulted in significant growth among leadership giving.

GET DONORS INTERESTED

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

- **Share your Story:** Let employees know why you've brought them together and give to United Way.
- **Share the Story:** Educate employees by inviting an agency speaker to share a story about their impact.
- **Experience First-Hand:** Experience how important local programs are by touring an agency.
- **Volunteer:** Strengthen your team and community by participating in a volunteer project.

CAMPAIGN PRESENTATIONS

Hosting a 30 minute group meeting is an efficient and effective way to get your workplace campaign started.

During the meeting, your coworkers will learn about how their contributions create opportunities for people and strengthen our community.

This is also an opportunity for employees to ask questions and a time for you and United Way to say thank you!

GIVE MORE THAN A GIFT! VOLUNTEER

Find dozens of local volunteer opportunities located throughout Sangamon and Menard County.

GET CONNECTED helps volunteers easily find and respond to volunteer opportunities, in-kind needs and events posted by United Way and dozens of local nonprofits.



Learn More At
Volunteer.uwcil.org



VOLUNTEER EVENT IDEAS

GROUP BASED

IDEA: Participate in Day of Action

IDEA: Organize a company volunteer project thru UWCIL

ON-SITE

IDEA: Organize a United Way kit packing party for international meals or local kit bundles.

VIRTUAL

IDEA: Provide local area students or seniors with letters of encouragement.

Find more ideas on how to engage your employees in the **Campaign Toolkit** at
www.uwcil.org

SPECIAL EVENTS THAT WORK

Looking for an easy way to increase your campaign by 12%? Special events can not only supplement employee giving, but can be used to raise awareness of the campaign and as a kick-off or celebratory event.

Your special event is a unique opportunity to make your campaign fun and engaging!

5 EASY TO PLAN EVENTS THAT WORK

Contact your Loaned Executive or United Way staff member for pre-built directions and kits for these 5 easy to plan and manage special events.

TIP: Food and healthy competition brings people together



Find More Ideas at
WWW.UWCIL.ORG

1. **Jeans Day / LIVE UNITED Day** – “sell” jeans day coupons for a certain dollar amount or if your business is more casual these days, have a LIVE UNITED Day.
2. **Employee Trivia Night** - Host an after-hours social event for employees and families. United Way can help with the trivia setup and scoring.
3. **Penny Wars** - Have departments, teams or even locations compete for a coveted prize and bragging rights.
4. **Breakfast or lunch potluck** – each person brings a dish and then pays to eat.
5. **Cutest Pet Contest** - Ask United Way how to conduct this digitally. Contestants pay an entry fee and each person pays a set amount per vote. (One of our favorites in 2021)

INCENTIVES THAT WORK

Reward those who participate in the campaign. Consider incentives for employees who:

- Make their pledge (portal or paper) on the first day, or during the kickoff event
- Give generously at the leadership level (\$500 or more)
- Donate for the first time
- Increase their previous year's donation

INCENTIVE IDEAS: casual dress day, VIP parking spaces, PTO days (half or full), shirts/hats/other company apparel, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community vendors, event admission passes.

*To help off-set any costs, consider donations from local businesses/individuals.

INCENTIVE COUPONS

Download from our Campaign Toolkit and use as incentives for your employees (with your boss's permission, of course!)

ME TIME

Thank you for your generosity!

Enjoy some *me time* and take a day off from work.



GET OUTTA HERE

Thank you for your generosity!

Get a jumpstart on your afternoon and leave work early on a day of your choosing.



SLEEP IN

Thank you for your generosity!

Catch some extra zzzz's and come into work late on a day of your choosing.



CAMPAIGN RESOURCES & TOOLS

CAMPAIGN TOOLKIT

Tools, materials and other resources mentioned in this guide can be found in the online Campaign Toolkit at www.uwcil.org.

Pledge Forms, Brochures, Pens. We provide you with any number of these items so everyone at your organization has one.

Posters & Table Tents. Use to promote the campaign and decorate for employee meetings and special events. Tip: hang some in break rooms, cafeterias, elevators, rest rooms, and other common areas.

Campaign Videos. Let our video help you tell the United Way story. Tip: send a link to the video in an email to ensure all employees get the chance to view it.

Balloons, Casual Day Stickers. For your special events.

211 Cards & Singlepoint (formerly Familywise) Cards. We want everyone to have access to these resources.

AVAILABLE TO BORROW

Banners Tablecloth Yard Signs

Online Tutorials & Trainings

Are you just starting out?

Unable to attend an in-person training?

Visit the online toolkit to find recorded copies of our training presentations including United Way 101, overviews of our issue areas, online pledging tutorials, and more.

Custom Landing Pages



Companies using UWCIL's online pledging now have the availability of custom landing pages which highlight our impact, donor choice options, and important details about your company's employee giving campaign.

WHAT MATTERS MORE?

When you give to United Way, you're making a difference in our community. *Your gift through payroll deduction, no matter the size, is an investment in the lives of your neighbors and the well-being of our community.*



\$2 DONUT

- or -



48 BOOKS for PRESCHOOLERS



\$5 COFFEE

- or -



7 NIGHTS of SAFE SHELTER for 1 person



\$10 LUNCH OUT

- or -



10 HOURS of JOB COACHING for 1 person



\$20 PAIR OF MOVIE TICKETS

- or -



7 WEEKS of SUMMER LEARNING for 1 CHILD

Now available as Both a Flyer & Poster!

REWARD YOUR EMPLOYEES WHILE GIVING BACK!

Help your United Way
earn an extra



10%
Cash Back

Purchase UW-branded merchandise from the United Way Store using our local UW org. number at check out: #15480. All items can be co-branded with your corporate logo.

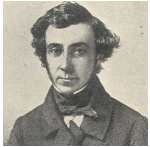
UNITEDWAYSTORE.COM

LEADERSHIP GIVING SOCIETIES

LIVE UNITED

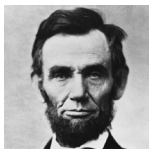
U

nited Way fights for the basic needs, education, financial stability and health of every person in our community, and the impact of a United Way Leadership Gift cannot be overstated. The extraordinary generosity of the members of United Way's donor networks opens doors to a better life for all of us living in our community. Please join us as partners in making our community a better place to live, work, and raise children.



TOCQUEVILLE SOCIETY

The Alexis de Tocqueville Society recognizes the generosity of individuals and families contributing at the highest levels of personal giving. These caring philanthropists exemplify an outstanding commitment to improving the quality of life in our community. Tocqueville Society membership is based upon a giving level of \$10,000 or more.



LEADERS GUILD

United Way of Central Illinois' Leaders Guild Society recognizes our community's most committed individuals and families, the champions of change who annually contribute \$1,000 or more to help inspire hope and create opportunities for a better tomorrow. Leaders Guild Society membership is based upon your chosen level of giving.



LEADERSHIP LEVELS	ANNUAL GIVING	PER WEEK
Susan Lawrence Dana Membership	\$7,500 - \$9,999	\$145 – \$192
Vachel Lindsay Membership	\$5,000 - \$7,499	\$97 – \$144
Abraham Lincoln Membership	\$2,500 - \$4,999	\$49 – \$96
Elijah Iles Membership	\$1,750 - \$2,499	\$34 – \$48
John and Mary Kelly Membership	\$1,000 - \$1,749	\$19 – \$33

COMMUNITY BUILDERS

The Community Builders Society recognizes those who make an exceptional commitment to our community through their gift of **\$500 to \$999 annually**. This group of game-changers allows United Way to lead the fight for the basic needs, education, financial stability and health of every person in our community.

5 STEPS TO LEADERSHIP GIVING SUCCESS

1. Publicize Leadership Levels
2. Plan a Leadership Event
3. Make the Ask

4. Say Thank You
5. Communicate Impact

MAKING THE ASK

People give to United Way for many reasons, but the number one reason people do not give is because they weren't asked.

TIPS ON "MAKING THE ASK"

ASKING ONE-ON-ONE

United Way's research shows a peer-to-peer ask is the most effective way of asking for a pledge. Sincerely communicating your commitment to supporting the community through United Way really does make a difference.

Leaving pledge cards in employees' mailboxes and hoping they will be returned is not recommended.

1. Be prepared. Make or increase your pledge before asking your coworkers. Be familiar with stories of those who have been helped through United Way agencies and facts about how United Way helps. Personalize your employees' pledge cards with suggested amounts or last year's gift amount.
2. Ask for a specific increase or first-time gift.
3. Handle concerns. See "Managing Objections" below.
4. Say "thank you" regardless of what the donor decides.

ASKING IN A GROUP SETTING




Company rallies are a great way to introduce employees to United Way and ask for a donation.

5. Determine who will make the ask. Many companies choose their CEO to make an ask during the rally. He or she can discuss why your company chooses to support United Way, your company goal, and the impact United Way has on our region.
6. Invite a speaker from a local agency.
7. Distribute pledge cards or inform employees how to pledge. Hand out personalized pledge cards at the rally and hold an incentive drawing for those who turn them in.
8. Make the ask. Close the rally with one task: make a gift.

SETTING YOUR CAMPAIGN GOAL

There are only two ways a campaign can increase: Donors give MORE or MORE give.

WHAT IF?

-  What if each of your current donors gave \$1 more per week?
-  What if 5% more of your employees participated at your current average gift level?
-  What if leadership donors increased their gift by 5%?

By asking these simple questions, you can set achievable campaign goals which help to motivate your team towards success.

Setting a Campaign goal gives your team something to achieve together!

CONCERNS AND OBJECTIONS

You may occasionally encounter people who object to contributing to United Way. Keep in mind that objections are a natural part of the campaign and offer you an opportunity to present more information. Here are some insights into objections and suggestions for handling them:

- ✦ **Objections are not personal.**
- ✦ Objections are often based on **incorrect information**.
- ✦ **Listen carefully and show your concern.**

- ✦ **Don't argue.** Instead, offer information about the many ways United Way helps people or offer to discuss the issue further after the group meeting.
- ✦ **Don't be afraid to say you don't know.** Let those with questions know you'll get back to them with the answer.
- ✦ **Remember, education, not coercion.** The most responsive donors are those who have the opportunity to become informed and involved.

TOP 10 CAMPAIGN TIPS

1

Time it right. Choose a campaign timeline that best fits your organization's activity level and allows your fellow employees and leadership to be most engaged.

6

Kick off strong and create incentives. A launch event sets the tone for the campaign and is a great time to announce incentives, contests, and drawings.

2

Get high-level buy-in. Leadership donors can drive a campaign's success by creating momentum. When the CEO and senior management are the first to give, others will follow their example.

7

Make it personal. A personalized ask is best, particularly from a friend or colleague.

3

Advocate for corporate match. Connect corporate giving to employee giving by creating a corporate challenge match for employee donations.

8

Promote. Publicize. Plan. Raise awareness of United Way's work. You can count on United Way for support and advice on your publicity and marketing efforts.

4

Be visible. Get on the agenda for scheduled organization-wide events, department meetings, or other company gatherings. Be prepared.

9

Thank and celebrate. Acknowledge those who both help and give. Involve and recruit others who share your commitment. Thank them again and again.

5

Participate in Day of Action. Scheduled in the spring and fall when most campaigns are in full swing, the event is a great opportunity to see United Way's work in action.

10

LIVE UNITED! Opportunities to LIVE UNITED don't end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community.

HOW MUCH OF MY GIFT GOES TO PROGRAM SERVICES?

100 percent of every donor's investment supports program services. This includes gifts designated to organizations other than United Way.

100%

THE BEST WAY TO GIVE

The needs of every community are interrelated. United Way works to understand these relationships and invest in programs working together to address those needs.

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 and consistently receive a four-star rating by Charity Navigator - its highest ranking.



FREQUENTLY ASKED QUESTIONS

WHAT IS UNITED WAY?

United Way fights for the basic needs, education, financial stability and health of every person. United Way is the largest private funder of health and human service programs in the country. Locally we invest in programs providing services vital to the immediate BASIC NEEDS of the most vulnerable members of our community; while making long term investments in EDUCATION, FINANCIAL STABILITY AND HEALTH - the building blocks for a good quality of life.

United Way's program funding is made possible through funds raised during an annual community campaign from businesses, employee groups and individuals. Each United Way is local and independent, choosing its funding criteria and priorities to fit the local community. Local United Ways come together through their affiliation with the national trade organization, United Way Worldwide (UWW).

HOW MUCH OF MY CONTRIBUTION GOES DIRECTLY TO FUNDING SERVICES?

United Way's audited administrative and fundraising expenses are 17.43%. These costs are underwritten by the United Way endowment and generous support from Ameren, BUNN, The Horace Mann Companies, Illinois National Bank, U.S. Bank, Wells Fargo Home Mortgage and one company wishing to remain anonymous.

United Way maintains a 4-star rating by Charity Navigator based upon the organization's financial management and transparency.

HOW MUCH OF MY DONATION STAYS LOCAL?

United Way of Central Illinois is a locally operated, independent nonprofit. Gifts to United Way only funds local programs and organizations.

WHY DOES UNITED WAY PROMOTE ITS COMMUNITY FUND OVER DIRECTED GIFTS?

United Way believes its Community Fund brings added value to donor's contributions because of the time and effort provided by Vision Council volunteers who consider the community's greatest needs and evaluate program applications to ensure the best programs receive the critical funding they need. A gift to the Community Fund is also the best way to ensure funding is available to each of United Way's issue areas.

HOW ARE UNITED WAY FUNDING DECISIONS MADE AND BY WHOM?

All programs are reviewed and evaluated by community members serving as Vision Council volunteers. The volunteers consider each program application against variables that include – the administration of the program or service, its goals and effectiveness, finances, and the priorities established in our community. Each panel looks at programs providing services aligned with Basic Needs, Education, Financial Stability and Health, and makes appropriate funding recommendations to the United Way Board of Directors. The United Way Board of Directors has the final authority to determine program funding.

WHY DOES UNITED WAY HAVE PAID STAFF?

No organization as big as this United Way, in terms of the money for which it is responsible and the number of volunteers involved can operate efficiently without qualified staff support. United Way's seven staff members manage the day-to-day operations and provide support to approximately 500 volunteers, 30 health and human service organizations and over 200 companies running campaigns.

CAN I DIRECT MY GIFT TO A SPECIFIC NONPROFIT OR A UNITED WAY IN ANOTHER COMMUNITY?

Yes. While United Way's primary focus is the Community Fund, donors may direct all or a portion of their contribution to any 501(c)(3) qualified organization.

WHAT DOES UNITED WAY CHARGE FOR DIRECTING A GIFT?

United Way does not recover an administrative or fundraising charge for these gifts; 100 percent of your gift is received by the organization.

WHY ARE EMPLOYEE CAMPAIGNS IMPORTANT?

More than 2/3 of all United Way support comes from individuals giving through employee campaigns. Every gift, no matter what size, makes an impact on services in our community when it's pooled with the contributions of others.