

2024

Employee Campaign Coordinator Guide



IGNITE
the future

TABLE OF CONTENTS

- 02** **Introduction**
ECC & UWCIL
- 03** **Workplace Campaign**
Fun. Educational. Engaging.
- 04** **Running Your Campaign**
Inspire. Ask. Thank.
- 05** **Inspire**
Prepare for your campaign.
- 06** **Ask**
Make a plan.
- 07** **Thank**
Show gratitude.
- 08** **Tips & Tricks**
Timeline & Agenda
- 09** **Fundraising Ideas**
Look here for inspiration.
- 10** **FAQs**
You asked, we answered.





Thank you for being a campaign coordinator! I joined the United Way team in January of this year, and I am excited to work alongside each of you during this year's campaign!

Brandon Blackburn, Director of Strategic Partnerships

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Introduction



EMPLOYEE CAMPAIGN COORDINATORS (ECC)

ECC's are key to the success of every company's United Way fundraising campaign. You serve as the connector between United Way and the employees of your company. With the materials and support we provide, you will educate your colleagues about United Way's vital role in the community and provide them with an opportunity to "Ignite The Future" with us. Whether you volunteered or were asked to take on this role, we appreciate YOU, and we are here to help.



UNITED WAY OF CENTRAL ILLINOIS (UWCIL)

For over 100 years, UWCIL has served our community so that everyone can reach their full potential. UWCIL works with the community to identify the biggest problems in the areas of education, basic needs, financial stability, and health. Then, we convene experts in the community to select the best local programs who are working toward solutions to these problems. United Way funds these programs (with your generous donations) through grants and holds these programs accountable to standards that they have set for themselves. In short, United Way does the work for you. Your dollars are mobilizing the community, so everyone can thrive.



WHAT IS A WORKPLACE CAMPAIGN?

FUN

- We encourage you to set up events to promote the campaign and bring employees together virtually or in person. Ideas for fundraising events are on Page 9.
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EDUCATIONAL

- The most important reason to have a campaign is to raise awareness about United Way's impact. You should use your campaign period to inform colleagues about United Way's work through videos, digital materials and meetings with the Director of Strategic Partnerships.
 - Resources can be found at [UWCIL.org/Campaign-Toolkit-24](https://www.uwcil.org/Campaign-Toolkit-24). Or you can reach out to our office at 217.726.7000 for assistance.
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ENGAGING

- Running a workplace campaign not only benefits the community, but it also improves workplace morale and employee engagement.
- Your effort and dedication to this role is appreciated more than you know! If it seems like a lot, don't worry! We are here to help. Consider setting up a campaign committee to divide responsibilities throughout the process, and remember your United Way staff are here to help every step of the way!

RUNNING YOUR CAMPAIGN

PREP FOR SUCCESS

As you develop your campaign strategy, consider your company's size and culture to find ways to engage everyone at all levels across all departments.

1. Consider prior year results, number of employees and current business climate.
2. People like to see results! Showcase dollars raised in real time throughout the campaign and remind your colleagues of the impact their gifts will make. (Find a goal thermometer online at uwcil.org/campaign-toolkit-24/materials)
3. Build a diverse team from all departments to help plan and track events throughout your company campaign. Divide and delegate duties to members of the team.
4. Involve your CEO with the strategy to help:
 - Establish a campaign timeline, budget, and fundraising goal.
 - Confirm your company's corporate gift.



INSPIRE

Share the United Way story.



ASK

Ask everyone to give.



THANK

Thank everyone for their gift.

INSPIRE

↘ Now it's time to inspire your team and get them excited about your United Way campaign!

Prior to your campaign:

1. Send emails to employees to educate and motivate them to give. (Want a template email? United Way staff would be happy to help!)
2. Host a "KickOff" with presentations and CEO appearances.
3. Set a Goal. Consider what dollar amount you would like to raise or what participation level you would like to see. Base it on previous year's numbers and make it attainable.

Inspiring your colleagues means helping them to understand the importance of their gift to United Way. We have created several assets to help you communicate the value of United Way's work in our online toolkit at [UWCIL.org/campaign-toolkit-24](https://www.uwcil.org/campaign-toolkit-24).

Online Campaign Toolkit

Share these videos, posters, and brochures during presentations and via your employee communications, such as intranet, bulletin boards, email, newsletters, paycheck stuffers, and social media.

Follow us on Facebook, LinkedIn, Instagram & Twitter to stay updated!



ASK



1

The #1 reason people do not give is because they are not asked.

So please ask everyone. United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to learn about how United Way changes lives and how each contribution drives our mission forward.

2

Identify executives and/or employees giving \$500 or more.

Here are several strategies to enhance their giving experience:

- Hold a special leadership solicitation/recognition event
- Include names of leadership donors on the intranet/newsletter/etc. (with their permission)
- Set participation rate as a company goal
- Hold a raffle for everyone who donates (prime parking spots, days off, gift cards, etc.)
- Hold competitions between stores/branches/locations/departments based on participation rate
- Offer casual dress day to everyone who donates
- Host a wrap-up party and thank everyone who participated

3

Ensure your campaign team has the opportunity to speak with all employees.

To do list for ECC:

- Keep regular totals and give progress reports to your CEO, team, organization, and your United Way Director of Strategic Partnerships
- Publicize campaign results throughout the organization
- Make sure pledge cards are filled out and signed and copies given to your HR and UWCIL. If pledging online, UWCIL will provide digital reports of pledges.
- Give completed report envelopes, including signed pledge forms and any unused or borrowed supplies to Director of Strategic Partnerships.

THANK

↳ “Showing gratitude is one of the simplest yet most powerful things humans can do for each other.”
-Randy Pausch

It’s important to officially close the campaign and thank those individuals who participated.

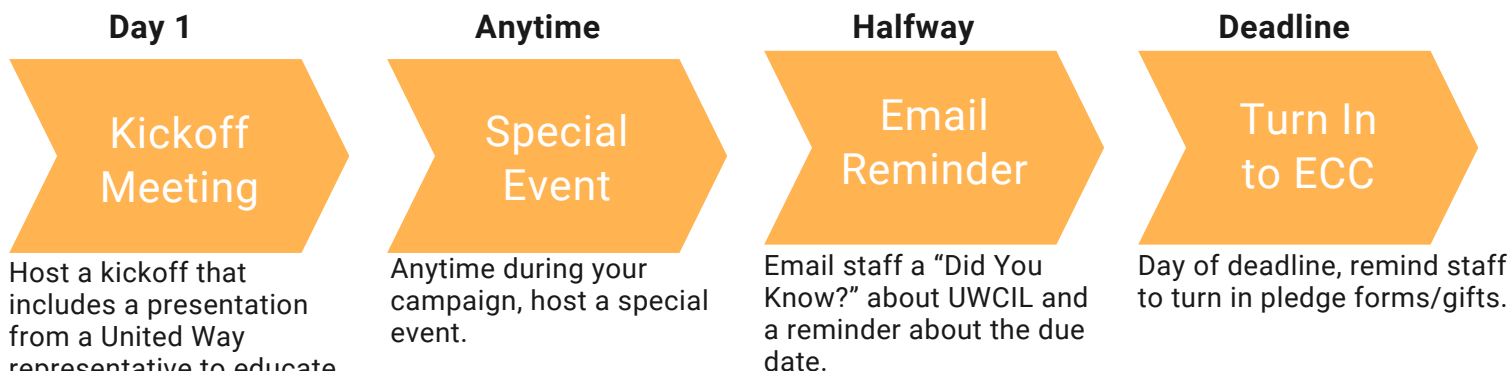
Here’s some steps to complete:

- Thank employees for their participation, time, and support individual, possibly through a CEO recognition letter.
- Recognize your team and others who volunteered their time.
- Publicize your results via email, intranet, newsletters, social media, etc.
- Celebrate your success.
- Share on social media and tag United Way of Central Illinois.



TIPS & TRICKS

Campaign Timeline



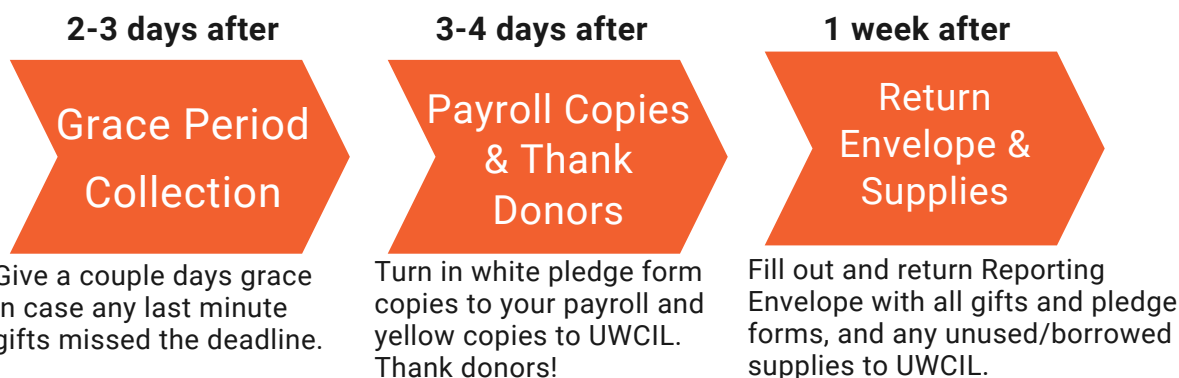
Host a kickoff that includes a presentation from a United Way representative to educate employees about the work we do.

↘ SAMPLE CAMPAIGN KICKOFF AGENDA

This can be done in as little as 10 minutes and introduces employees to the campaign and United Way.

OPENING REMARKS	PRESENTER	MINUTES
Campaign Coordinator Introduction	ECC	1
United Way overview	UW staff/board	5
Campaign schedule/incentives	ECC	3
Thank you	ECC	1
TOTAL TIME		10

Post-Campaign Timeline



Give a couple days grace in case any last minute gifts missed the deadline.

Turn in white pledge form copies to your payroll and yellow copies to UWCIL. Thank donors!

Fill out and return Reporting Envelope with all gifts and pledge forms, and any unused/borrowed supplies to UWCIL.

→ ENGAGE EMPLOYEES YEAR-ROUND

- **Volunteer with United Way!** Your Director of Strategic Partnerships can help you find an opportunity that works for your company
- **Educate new hires about United Way,** give them an opportunity to give, and invite them to sign up for emails to learn more: www.uwcil.org/sign-up
- **Visit www.uwcil.org** to learn how your gifts make a difference!

FUNDRAISING IDEAS

Every workplace campaign is different. Yours can be shaped around your organization's culture. For a complete list, visit:

www.uwcil.org/campaign-toolkit-24

PARKING FOR PLEDGES

Offer numerous prime parking spots through a silent auction or a raffle to donors who make gifts.

DRESS UP DAY

Choose a theme and have employees dress up. Be sure to post pictures on your social pages and tag United Way!

EXECUTIVE COSTUME CONTEST

Employees vote with their dollars for the executive they'd most like to see in a costume (e.g. pink bunny). The "winning" executive dresses up for a companywide wrap up meeting to announce the amount of money raised through the campaign.

EATING CONTEST

Employees sign up and pay to compete in a hot dog, wings, chicken nuggets, or other favorite food contest. Rally together to watch the competition and have staff vote (with money!) on who they think will be crowned champion.

VIRTUAL CUTEST PET CONTEST

Everyone loves to show pictures of their pets. Invite staff to share a photo and create an online portal for individuals to vote on their favorite. Votes cost \$1 each (for example). *Encourage staff to share on social media for even more reach!

FREQUENTLY ASKED QUESTIONS

Don't see your question here? Feel free to reach out to the Director of Strategic Partnerships at 217-726-7000.



Who runs the United Way of Central Illinois?

United Way of Central Illinois is governed by its Board of Directors, a diverse group of volunteers. They determine policy and oversee every aspect of the organization. Volunteers determine how contributions should be allocated to the local grant recipients. Professional staff provide support to volunteers, plan and organize the annual fundraising campaign, and manage day-to-day activities.



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 United Way endowment and a select number of corporate gifts. This means **100% of undesignated donations made during the annual campaign go directly to program services.**



How much of my donation stays local?

100% of undesignated donations support grants to funded programs in Sangamon and Menard Counties.



Can I direct my gift to a specific nonprofit or a United Way in another community?

Yes! Donors may direct all or a portion of their contribution to any 501(c)(3) qualified organization. However, United Way's expertise in assessing local needs and efficiently distributing funds maximizes the effectiveness of your donation, making a meaningful difference across various social issues.



What does United Way charge for directing a gift?

United Way does not charge an administrative or fundraising charge for these gifts.



Why are Employee Campaigns (and ECCs) important?

More than 50% of all United Way of Central Illinois support comes from individual giving through employee campaigns. Every gift, no matter what size, helps United Way mobilize communities, so everyone can thrive.



When is the UWCIL campaign?

The Employee Giving Campaign takes place from our early "Pacesetters" in August, then our Kickoff is in September. Individual campaigns take place from September through November 1st.



CONTACT INFORMATION



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