

# Employee Campaign Coordinator Guide

## Your important role as an ECC

As an Employee Campaign Coordinator (ECC), you are a United Way ambassador providing education, direction, and leadership. In your role you:

**EDUCATE** Ensure that all employees understand the role of United Way in the community.

**CONVENE** Rally your co-workers during the campaign and make sure each person has an opportunity to give.

**LEAD** Provide direction, energy, and motivation for your organization's campaign.

## Achieving this in 4 easy steps

### Engage.

Make giving personal and meaningful.

- Be the first to pledge. Then thank those that follow your example.
- Make it relevant. Ask people about how much they spend on coffee or other small items each week. Would they be willing to donate that money to help change lives through the United Way campaign?
- Invite questions. Be prepared for questions by being knowledgeable about United Way.

### Motivate.

Create specific activities that inspire action.

- Make the challenge achievable. Asking people to give \$2 per week sounds easier than \$100 a year.
- Create a competition. Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.
- Offer special activities for employees to engage in the campaign or have incentives for participation.
- Host a campaign rally to create a sense of excitement.



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## Ask.

“Not being asked” is one of the top reasons for not giving. Personal contact and a positive attitude are critical to your campaign team’s success.

- Ask co-workers you know first. Then enlist them to spread the news.
- Start off with people that already give. Their participation will build momentum.
- Encourage payroll deduction. It’s easier to give smaller amounts consistently.

## Say Thank You.

Recognize everyone’s contributions to the campaign, not just their donations.

- You can’t thank them enough. Say “thank you” when you pick up pledge cards and send emails.
- Send a CEO communication. Have your CEO send a letter or email to all employees that participated in the campaign.
- Hold a thank you event. It can be part of a company gathering or an event all its own. Either is a great way to publicly honor participants, highlight results and showcase year-round engagement opportunities.
- Give certificates of appreciation. United Way staff can provide you with certificates.

## Everything you need for a great campaign

**Count on us for all the information and downloadable materials you’ll need to make your United Way campaign a success. Find materials and information online at [www.uwsect.org/campaign-headquarters](http://www.uwsect.org/campaign-headquarters):**

- Pledge Forms
- United Way Elevator Speech
- United Way Videos
- United Way Logo
- List of United Way Programs & Initiatives

**Other resources and information available at [www.uwsect.org](http://www.uwsect.org):**

- Frequently Asked Questions
- Financial Reports
- Information about the Gemma E. Moran United Way/Labor Food Center



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## Campaign best practices

**Tried and true techniques that veteran Employee Campaign Coordinators swear by to improve results and participation in the campaign:**

### Before the Campaign.

- Meet with your United Way representative.
- Attend Coordinator Training.
- Secure CEO/Management support, and Unions where applicable.
- Review your campaign history and set a goal.
- Recruit a campaign committee, if possible, to help with the campaign.
- Determine your campaign plan, timeframe, and incentives for giving.
- Schedule a United Way *Day of Caring* volunteer project.
- Gather your campaign communications and any campaign materials.
- Schedule your kick-off, United Way speakers, and any special activities.
- Send a letter or email from your CEO endorsing the campaign.
- Promote the campaign.

### During the Campaign.

- Distribute pledge forms and materials to every employee.
- Promote the campaign, kick-off, and special activities through numerous channels.
- Hold a special event to invite members to join the Spinnaker Club (leadership givers who contribute \$1,000 or more annually).
- Hold a mid-campaign committee meeting to review the progress towards the goal.
- Send regular progress reports to employees.
- Follow-up with individuals who have yet to complete their pledge form.
- Send reminders about campaign activities, incentives, and deadlines.

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## After the Campaign.

- Collect all pledge forms and campaign materials.
- Schedule a time with United Way representative to complete paperwork.
- Take care of any corporate contributions or matches on employee giving.
- Send a thank you letter to everyone including the campaign committee and CEO.
- Publish a short story, photo, and the results of your campaign in the company newsletter.
- Hold a post campaign committee meeting to evaluate the challenges and successes of the campaign. Keep the notes handy for next year for yourself or the next ECC.
- Talk to your United Way representative so that we can continue to improve our service.

## Year Round.

- Keep employees updated on the activities of United Way.
- Follow us on Facebook, Twitter, Instagram, and LinkedIn.
- Display or distribute information about United Way 2-1-1 in your office building, reception area, cafeteria, etc.
- Promote opportunities to employees including Day of Caring projects, reading to young students, and volunteering at the Gemma E. Moran United Way/Labor Food Center and mobile food pantry. All volunteering can be arranged through United Way.
- Run a food drive or school supply drive.
- Work with your HR department to implement a new hires program so that all new employees are given the opportunity to donate when they begin employment.
- Ask employees that are leaving or retiring if they would like to fulfill their pledge to United Way.
- Visit a United Way partner program to see your United Way at work in the community or take a virtual tour of our Food Center.



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## Talking about United Way

Has anyone ever asked you what does United Way do? The framework below will set the stage for discussing United Way. Once you share this framework you can explain your connection to United Way and why you give and volunteer and what it means to you.

Always extend an invitation to people who are interested in learning more about United Way to visit our website, follow us on social media, and/or volunteer with us.

**Mission:** To inspire and coordinate the generosity and commitment that sustains a united, thriving community.

**Vision:** United Way envisions a community united in its efforts to ensure that individuals and families achieve their full potential.

- Your contribution, when combined with gifts of others, makes a powerful impact and supports a vital, local network of health and human services that work together to help those in need.
- United Way's four key impact areas are: Basic Needs, Community Wellness, Promoting Independence, and Thriving Children.
- A single gift to United Way will address many challenges in our community and affect hundreds of thousands of lives.
- Supported programs include early care and education, child development, employment training, physical and mental health care, crisis intervention, shelter, emergency/disaster preparation, and response and recovery service.
- United Way operates the Gemma E. Moran United Way/Labor Food Center which provides food and household items to more than 90 free emergency food programs. United Way also supports 2-1-1 Connecticut for free information and referral 24/7 and Project Warm-up for one-time, emergency heating assistance during the winter months.
- United Way also administers the New London County Fund to End Homelessness, New Capacities to increase the number of financially stable households in Norwich, the Emergency Food and Shelter Program (EFSP), and SingleCare (formerly the FamilyWise RX Discount Cards).



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## Special event ideas - in-person and virtual

### Casual Day

Offer casual days to allow coworkers to dress casual on certain days. It can be a jeans day, silly hats or ties, crazy socks, or each person's favorite sports team. Or, have a Dress Up Day where employees can get all dressed up at home since this may be a nice change from going casual and they can show off their more formal attire.

### Next-up Campaigns

Have employees post pictures to create awareness about the campaign and challenge their next colleague in a social/email post and tag them to do something.

### Food Ideas

Food is a great motivator to encourage giving AND as a sign of appreciation. Have a pot luck lunch, special breakfast (decrease contact by making to-go meals), or pizza party. These meals can serve as a kickoff event, special event when you can charge a small donation, or as a reward for giving. Challenge departments to compete and reward the winner with a pizza party!

Make it virtual by having each work-from-home employee still pay a small donation, but cook a special breakfast for themselves. Then share all of the photos with each other to boast about your cooking skills.

You can also have a food truck come to your business where employees can eat outside and more easily maintain social distancing, or even have food delivered to an employee working from home.

### Email Bingo

Sell bingo cards leading up to the day you'll hold email bingo. Throughout the day, send numbers via email at specified times. The first three to get bingo win a prize. Other virtual games include a spelling bee or trivia contests.

### Drawings

Hold a drawing linked to when employees turn in their pledge forms. Turn in your form one week early and receive three tickets. Turn it in before the deadline and receive one ticket. You can offer all sorts of prizes such as an extra day or half-day off, longer lunch hour, company promotional items, and choice parking spaces.

### Pet Photos

If most of your workforce is remote, ask them to share photos of themselves with their pet pals while working. You can run a contest for the cutest picture or just have fun with it sharing photos of your best friends.

### Timely Treats

Reward donors who turn in their pledge forms early. Place a balloon on their desk (weighted down with candy kisses or Life Savers) with a note of thanks. This will encourage employees to turn in their pledge form early while recognizing individuals who have already given.



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## Virtual Events

Find opportunities to create virtual events: have a virtual silent auction with prizes like gift cards or lunch with the CEO, coordinate department quizzes and get-togethers, hold a photo contest on your intranet, host a virtual walk/run event or an outdoor yoga session. Engage employees even from a distance!

## Wall of Fame

Put pictures on wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years. You can create an electronic version of this to email out as well.

## Guess How Many

Guess the number of jellybeans, M & Ms, Hershey Kisses or other treat in a jar. People can buy chances to guess. Winner with closest guess receives the jar of treats. This can easily be done virtually and emailed/posted.

## And the list goes on...

- Talent shows, dance parties and entertainment events. Have employees purchase a ticket to receive the link. Bonus: If you do a talent show, have employees “vote” for the winning act with \$1 for every vote.
- Virtual classes (cooking, photography, painting, etc.).
- Online speaker series with United Way partner nonprofits or someone helped by United Way.
- Book exchange.
- Peer-to-peer fundraising challenge.
- Virtual Concerts/Meet and Greet with the Band after the concert.
- Virtual agency tour.
- Office Ice Cream Social – Company purchases ice cream and toppings for all employees.
- Card activity. Ask employees for a donation and creativity in writing encouragement Cards for students.
- Host a food drive.
- Midnight Breakfast – If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees. Can also be done with a second shift crew.
- Round Up at the Cash Register Promotion – At the company cafeteria/marketplace/coffee bar ask employees to “round up” their total order with those funds going to the work of United Way.
- Host Movie Day In – Pay “cover charge” for Zoom link for admission to movie.
- Zoom Pub-Trivia – ECM/employee runs trivia - the winning team wins half the entry fee, the other 50% goes to United Way.
- Employee Online Tutorials – Have employees teach their skills for a fee to fellow employees by hosting Online tutorials.



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## Incentives & prizes

It's important to use incentives as a tool to increase employee participation or the average gift. What works for one company may not work in yours, so do what's appropriate. Ideas include:

- Time off: an extra vacation day, half-day, sleep in late, call in "well" day, 2-hour lunch break, 'Sign off at 3 p.m.' coupons, etc.
- Prime parking spaces, perhaps with a sign saying "United Way Winner" or the CEO's spot for a week.
- Lunch with the CEO, off-site and they pay!
- Gift certificates to stores, restaurants, spas, salons.
- Jeans on Friday during the campaign.
- Promotional items from your own company.
- Gifts from the United Way Store – [www.unitedwaystore.com](http://www.unitedwaystore.com).
- Drive-in movie gift cards.
- 'Coffee talk' with the CEO (gift card or porch drop off for virtual).
- Car wash gift card/Car detailing.
- Door Dash/Grub Hub/Uber Eats gift certificates.
- Membership to a book club.
- Tickets to a local museum, aquarium, etc.
- Virtual singing telegram from the CEO (contest winner).
- Virtual cooking lesson.
- Amazon Prime Membership/gift card.

Early bird drawings can be used to motivate employees to turn in their pledge forms by a specified date (Return your completed pledge form by [date] to be entered to win a prize). Or use them to increase their gift (Employees that increase their donation by [amount or percentage] will be entered to win a prize).



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## Sample campaign announcement

**Feel free to use this language to announce the plans for your United Way Campaign in an email or flyer or in a letter from your CEO.**

Please join me in supporting United Way of Southeastern Connecticut. While we continue to recover from innumerable challenges of the COVID-19 pandemic, I invite you to be a part of United Way's continued work to help those in need right here in our community, during the pandemic and beyond.

Your donation supports United Way's network of vital health and human services programs in New London County; last year nearly \$2 million was provided to help people every single day at 40 local programs and services. These programs are focused on United Way's key impact areas of Basic Needs, Community Wellness, Promoting Independence, and Thriving Children [hyperlink the areas to videos or one pagers].

Additionally, United Way supports programs like 2-1-1, Project Warm-up, American Red Cross Armed Forces Emergency Services & Disaster Services, and the New London County Fund to End Homelessness.

The Gemma E. Moran United Way/Labor Food Center's work was especially critical during the pandemic, as the Food Center distributed the equivalent of 3.1 million meals through the emergency food system and Mobile Food Pantry deployments. This is an increase of 21% from pre-pandemic distribution levels.

I hope that you can see the impact that you can make through a donation to United Way. With all of us working together, we can make a difference in our community. Please join me and [company name] in supporting United Way of Southeastern Connecticut.

[Insert incentives and details for your campaign and/or link here]



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