

# United Way of Southern Illinois Employee Campaign Coordinator Manual

UNDERNEATH EVERYTHING WE ARE, UNDERNEATH EVERYTHING WE DO, WE ARE ALL PEOPLE. CONNECTED, INTERDEPENDENT, UNITED. AND WHEN WE REACH OUT A HAND TO ONE, WE INFLUENCE THE CONDITION OF ALL. THAT'S WHAT IT MEANS TO LIVE UNITED.



## Helping You Organize a Campaign That Makes an Impact

# Live United.™

Look inside for  
Great new ideas!



United Way  
of Southern Illinois



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## Thank you for participating in the United Way campaign!

Your workplace campaign ensures our work is possible. We want to help make your workplace campaign easy and fun!

Use this guide and additional materials conduct a campaign that makes an impact.

For more information regarding training for workplace campaigns please contact United Way of Southern Illinois at (618) 997-7744.

### **United Way of Southern Illinois offers you the following materials and directions for use:**

- **Posters** – Place in a high traffic location to generate knowledge and interest in your employee campaign.
- **Pledge Cards** – We offer printable pledge cards you may distribute via email or printed pledge cards you may distribute by hand.
- **Goal Thermometers** – Show your employees their progress with a traditional goal thermometer.
- **Incentive Items** – Nylon backpacks, earbuds, water bottles and more. Help incentivize your employees to give to United Way of Southern Illinois with a reward for their contribution.
- **Campaign Report Form** – Keep track of your workplace campaign with ease.
- **Additional Resources** – Is there an additional resource you need be successful? Please contact United Way of Southern Illinois and we’ll be happy to provide additional resources.

Acting as a United Way of Southern Illinois **Employee Campaign Coordinator (ECC)** is key to a successful workplace campaign. When you serve as an ECC for your organization's campaign, you are joining other committed volunteers in our community working to make an impact.

## **Campaign Timeline:**

- Develop campaign plan with United Way of Southern Illinois.
- Request campaign supplies from United Way of Southern Illinois.
- Organize campaign volunteers within your organization.
- Schedule campaign kickoff date, supporting events and necessary meetings for your organization.
- Launch campaign and distribute campaign supplies to employees.
- Follow up with employees with supporting events, necessary meetings and request for pledges.
- Collect and tally all pledges, closing out employee campaign.
- Begin employee appreciation campaign in the two weeks following workplace campaign.

## **The Employee Campaign Coordinator:**

- Provides leadership and direction for the employee campaign within your organization and motivates others.
- Ensures all employees are given an opportunity to contribute.
- Distributes information and solicitation materials.
- Helps employees understand that their contribution directly affects their families, friends, neighbors, co-workers and other people in our communities who use programs funded by United Way of Southern Illinois.

## **Specific Duties:**

- Secure resources for the campaign.
- Recruit and train a team of employees, representative of all departments and levels within your organization, to help plan the campaign and solicit fellow employees.
- Plan the executable components of your campaign such as events, communications and collection of pledges.
- Establish goals for participation and giving.
- Establish a timeline for your workplace's campaign.
- Monitor and report the progress of your campaign to your organization's management and United Way of Southern Illinois.
- Communicate plans, progress and issues with your organization's management and United Way of Southern Illinois.
- Complete and submit all necessary reporting forms.
- Report final campaign results and provide copies of all pledge cards to the United Way of Southern Illinois.
- Thank employees and supporting team members for their involvement and support.

Campaigns take time and effort to be successful. Please request assistance from United Way of Southern Illinois as needed to help ensure you're able to stay focused on your primary workplace functions while acting as the Employee Campaign Coordinator.

## 1 Know your United Way of Southern Illinois

The United Way of Southern Illinois is a charitable organization that works year round to identify and act on the most pressing and critical needs in our community. We gather people and resources to meet those needs.

We are committed to creating lasting change. Using all available resources, United Way of Southern Illinois is working harder than ever to make our community stronger.

We work toward smart, strategic solutions to the most critical issues facing our communities. We achieve these solutions through the combined efforts of our associated agencies and with the support from our partnerships with businesses, foundations and government bodies.

### Our Mission:

“To improve lives by mobilizing the caring power of southern Illinois communities.”

### Our Vision:

We will strengthen southern Illinois by mobilizing our communities to improve people’s lives.

### Three Impact Areas We’re Working to Improve Lives in Our Community:

- 1. Education 
- 2. Health 
- 3. Income 

## Investing in Impact

United Way of Southern Illinois allocates your donations to accomplish what matters. We're funding programs and agencies that have demonstrated a high standard of accountability and are providing high impact services.

Funding allocations are recommended through a comprehensive application process. Allocation committees composed of dedicated individuals include professionals from social services, business, governments and the community-at-large. These committees review applications for funding and recommend allocation amounts. The decision-making process involves a comprehensive analysis of individual agencies and their ability to leverage dollars and collaboration with United Way of Southern Illinois while responding to community need.

Current Funded Programs		
<u>CODE</u>	<u>AGENCY</u>	<u>Program Name/Description</u>
0021	American Red Cross	B25-Disaster Relief
0021	American Red Cross	B30-Emergency Asst/Armed Forces
0030	Archway, Inc.	E20-Early Child Care/Learning is Fun for Toddlers
0040	Benton-West City Ministerial Alliance	B64-Nutrition/Food Pantry
0060	Boy Scouts - Greater St. Louis Council	E75-Scouting/Youth
0080	Cairo Women's Shelter, Inc.	B32-Emergency Asst/Shelter
0120	Caritas Family Solutions	B02-Counseling
0120	Caritas Family Solutions	B10-Adoption/Pregnancy Care
0105	CASA of Franklin County	B70-Court Appointed Special Advocate
0110	CASA of Saline County	B70-Court Appointed Special Advocate
0115	CASA of Williamson County	B70-Court Appointed Special Advocate
0155	DuQuoin Youth Club	E60-Recreation & Sports/Youth
0170	Epilepsy Foundation of Southern Illinois	H51-Pediatric Clinic
0180	Franklin County Senior Services	B62-Nutrition/Senior Citizens
0480	Franklin-Williamson Child Advocacy Ctr	B70-Protective Svs/Advocacy/Youth
0195	Girl Scouts of Southern Illinois	E75-Scouting/Youth
0200	Golden Circle Senior Citizens Council	B62-Nutrition/Senior Citizens
0200	Golden Circle Senior Citizens Council	B65-Nutrition/Home Delivered Meals
0210	Guardian Center, The	B70-Protective Svs/Advocacy/Youth
0215	Gum Drops, NFP	B63-Nutrition/Youth
0230	Harvest Deliverance	B64-Nutrition/Food Pantry
0230	Harvest Deliverance	B66-Nutrition/Soup Kitchen
0242	Herrin House of Hope	B66-Nutrition/Soup Kitchen
0245	Herrin Junior Ball	E60-Recreation & Sports/Youth
0310	Marion Ministerial Alliance	B66-Nutrition/Soup Kitchen/Manna Mission
0310	Marion Ministerial Alliance	F01-Emergency Asst/Financial Assistance
0320	Marion Senior Citizens Center	B62-Nutrition/Senior Citizens
0330	Night Shield	B32-Emergency Asst/Children's Shelter
0350	Perry-Jackson Child Advocacy Center	B70-Protective Svs/Child Abuse
0355	Pregnancy Matters	H12-Counseling & Support/Youth
0370	Senior Adult Services	B62-Nutrition/Senior Citizens
0400	Southern IL Coalition for the Homeless	B40-Homeless/Housing Assistance
0430	Southern Pride Senior Programs, NFP	B62-Nutrition/Senior Citizens
0450	TLC of Southern & Central IL	H30-Medical Equipment Loan Program
0510	Union County Counseling Services	E60-Recreation & Sports/Youth
0510	Union County Counseling Services	E30-Life Skills & Independent Learning
0490	Williamson Co Family Crisis Center	B32-Emergency Asst/Shelter
0500	Williamson Co Program on Aging	B65-Nutrition/Home Delivered Meals
0440	Women's Center	B30-Emergency Asst/Rape Crisis
0440	Women's Center	B32-Emergency Asst/Shelter

## Frequently Asked Questions

### **What does United Way of Southern Illinois do in addition to raising and allocating funds?**

United Way of Southern Illinois works with government, school, business and other non-profit partners to create community solutions, not only fund them. We offer resources such as the 2-1-1 community resource hotline, tax preparation resources, prescription medication assistance and a placement for volunteers seeking to work with local non-profits.

### **What happens to my charitable dollars once I've donated?**

Board directors and volunteers study community needs, set goals, assign allocations and monitor agencies to make sure your charitable dollars go the distance. United Way of Southern Illinois adheres to strict and stringent standards of accounting, financial reporting and auditing to ensure the health of our agency and the agencies we serve.

\$0.99 of every dollar stays in Southern Illinois to support United Way of Southern Illinois and funded agencies.

### **Why should I give to the United Way rather than a single agency?**

Like donating blood helps up to three people, a single gift to United Way of Southern Illinois helps more people in more ways with more agencies. Often, many people need the help of more than one agency, and United Way of Southern Illinois works to support a range of services are supported throughout Southern Illinois. Gifts to United Way of Southern Illinois reach the lives of two in three people right here in Southern Illinois because of our broad support for a range of agencies.

### **We have employees with families who experience struggle. How can we ask them to give?**

Asking is only presenting an opportunity. Some of the most generous contributors are those who themselves experience struggle and need a helping hand from our community. Everyone deserves an opportunity to participate in charitable giving and feel the emotional reward that comes from contributing to the betterment of communities.

### **My organization is small. Will our donation really make a difference?**

Yes. All sizes of companies, from a few workers to a few thousand workers, can participate in a campaign. Every dollar raised helps one of thousands of people each year in Southern Illinois.

### **How much effort is involved?**

An average campaign lasts no longer than two weeks and typically follow the campaign timeline set forth in page three of this document. United Way of Southern Illinois asks for the support of organizational management and the opportunity for a United Way staff member or volunteer to speak briefly to employees.

\*This is an informational meeting to answer any questions or address concerns employees might have.

### **How can my company help?**

- Commit to run an effective employee campaign
- Give a Corporate Gift or offer a Corporate Match of employee gifts
- Donate a portion of proceeds from sale of items or services
- Conduct special events, contests and games to raise funds

## 2 Getting Top Management Involved

The support of your top management is essential to a successful campaign. Ask for their input and keep them informed and involved by asking them to:

- Send a special letter to each employee encouraging participation in the United Way Campaign
- Make a personal gift to United Way of Southern Illinois

Letter of endorsement from top management

Dear **Employee**:

During the next few weeks, each of us will be provided an opportunity to make our community a better place for our families, neighbors, co-workers and ourselves by participating in the United Way of Southern Illinois workplace campaign.

I want to thank **Employee Campaign Coordinator** for the work they will be performing as coordinator of the campaign this year. They will need your commitment to make ensure a successful campaign.

Your participation in our United Way of Southern Illinois campaign is vital to a number of health and human service programs supported by United Way of Southern Illinois. It's your generosity that makes funding these programs possible.

Our workplace's support of United Way of Southern Illinois allows us to live united, as people who need help, and as those who are committed to helping. Please join me in giving to United Way of Southern Illinois this year.

Sincerely,

**Top Management Personnel**

Dear Employee:

Thank you for contributing to this year's United Way of Southern Illinois campaign. Your heartfelt investment in our community is strengthening the lives of others. Your generosity helped **Company Name** raise a total of \$ \_\_\_\_\_ this year.

The generosity of **Company Name** and all of our employees demonstrates a commitment to a better United Way of Southern Illinois. Because of this commitment United Way will continue to be a positive force in our community dedicated to improving lives.

Thank you again for your compassion and generosity.

Sincerely,

**Top Management Personnel**

Thank you letter

## 3 Recruit a Supportive Team

Organize a team to make the work manageable and more enjoyable! Campaign team members provide fresh ideas, different perspectives and extra assistance during your workplace campaign.

- Include a representative from all major departments on your team
- Appoint next year's Campaign Coordinator to serve as your assistant/vice chair
- Ask CEO/top management to solicit other top managers

## 4 Set a Challenging Campaign Goal

Goals give direction, motivate people to action and provide a strong sense of accomplishment when they are achieved.

Set goals based on increases in:

- Gifts given **to** United Way of Southern Illinois vs. gifts given **through** United Way of Southern Illinois
- Involvement – Set a goal of 60% participation from your workforce
- Incentivize employees who increase gifts over previous years
- Promote Fair Share giving (1% of salary or 1 hour of pay per month)
- Promote per capita giving or average gift amounts
- Offer leadership giving through the United Way of Southern Illinois Winged Elm Society

## 5 Publicize Your Campaign

It's important that employees know the campaign is coming so they prepare to make a financial contribution. Make it lively and fun by developing a campaign theme and event. Use graphics and action words to motivate employees to participate.

- Plan campaign activities and themes. The United Way of Southern Illinois regional theme is "Live United"
- Distribute management endorsement letters and union endorsement letters when applicable
- Display posters, thermometers and other material in high traffic, visible areas
- Use social media, emails and other internal media to communicate about your workplace campaign before, during and after the campaign.
- Plan a campaign kickoff event

## Ideas for Exciting Campaigns

### Mardi Gras

Everyone loves a party so why not model your campaign after the biggest party in the world – Mardi Gras. Have jazz and zydeco music playing at your kick-off event. Hold a parade float contest, with departments decorating shoeboxes as floats. Host a Cajun potluck.

### Be a Lifesaver

Have some fun, beach style! Sand, sunglasses, beach balls and The Beach Boys music make your office feel like you are on the beach. Employees who donate are awarded life preserver vests to wear at the next meeting and lifesavers candies in their offices.

### 'Office Idol' Contest

Employees can conduct an Office Idol contest, mirroring the hit TV show American Idol. Employees make a donation to vote for the singing group of their choice. The duo or group that attracts the most votes will sing a song of their choice in front of an audience.

### Tailgate Party

Create a sports theme and have a tailgate party in the parking lot. Serve hot dogs, chips, soda and peanuts. Play a game of flag football or video football with participants donating an entry fee.

### Baby/Pet Picture Match Game

Invite employees to try their luck at matching baby or pet pictures to pictures of employees. Tie votes to employee contributions and award a fun prize to the entrant with the most correct answers.

If you receive any donated goods for your special event, please contact the United Way office for any in kind donation form. Or you can download it from our website [www.uwsihelps.org](http://www.uwsihelps.org) under the about us tab.

### Incentives

These can be for giving 10% more than last year or as a drawing for donors who turn in their cards by a certain date. Prizes could include:

- Half hour to two- hour lunch extension
- Extra vacation day with pay
- Tickets to sporting events, live theater, cinema theater, etc
- Gift certificates to local businesses such as restaurants or personal care businesses
- Prime parking spaces
- Casual day
- Company products
- Lunch or Breakfast
- Items from United Way of America catalog

### More Campaign Themes and Activities

- Chili cook off
- Penny jar
- Popcorn sale
- Costume contest
- United Way of Southern Illinois Trivia Contest
- Picnic
- Cubicle or door decorating
- Pumpkin carving contest
- Pancake Breakfast
- Pizza party
- Bake Sale
- Ice cream social
- Ping Pong-a-thon
- Car Wash
- Fifties Fun Fest
- Office Chair Relay Races
- Silent Auction
- Ugly Tie Contest
- Karaoke
- Day of Caring Project
- Work/ Department Competitions
- United Way Jeans Day

## Be Creative!

Make the campaign  
fun and informative for  
employees.

## 6 Conducting Your Campaign

### Kick Off

Start your campaign off right by getting employees excited about United Way of Southern Illinois' impact in our communities by using creative ways to make your campaign educational and fun.

- Distribute a kick off letter from top management personnel
- Hold a special event like a potluck or silent auction

### Group Meeting

Group meetings are the best way to increase understanding on how the United Way of Southern Illinois improves lives in our community. We suggest you invite all employees (full and part-time) and include top management personnel. The group meeting format shown below may be adapted to fit your organization's needs.

Group meetings offer these benefits:

- Requires fewer one-on-one presentations and follow-ups.
- Campaign team can make a compelling case for supporting United Way of Southern Illinois
- Employees receive inspiring and motivating information.

*The more people who understand the United Way of Southern Illinois, the more willing they are to make a generous pledge.*

#### Sample Group Presentation Agenda

20 minutes

Item	Presenter	Time
Welcome & thank you for last year's participation	CEO/ Manager	1 minute
Overview of campaign	Campaign Manager	2 minutes
United Way Presentation	United Way Volunteer	15 minutes
Announce this year's company goal	Campaign Manager	2 minutes

**Note:** Giveaways, decorations and food can make the meeting more fun and motivate people to attend.

## Successful Stories Lead to Successful Campaigns

### Stories from Your Own Backyard

Ask employees who have received services from United Way of Southern Illinois agencies to speak to groups of employees about their personal experience. Share their stories in your newsletter or on a bulletin board.

Allow employees who are comfortable sharing their story to remain anonymous if they wish. Do not pressure anyone into sharing their story.

Here are some tips to help you communicate your employee testimonials clearly and persuasively:

- Describe the problem or situation
- Describe the help they received from the United Way of Southern Illinois funded program
- Explain how the help they received made a difference in their life

Ask co-workers who have been a United Way of Southern Illinois volunteer or long-time supporter to share their stories. Board Members and Fund Distribution volunteers are a great source for information about the work of United Way.

## Winged Elm Society

In recognition of their generosity and leadership, individuals & families that contribute \$500 or more in a single year to United Way of Southern Illinois will receive membership in the **Winged Elm Society**. In accordance with the wishes of the donor, that membership can remain confidential or be included in the continuously updated public membership rolls of the Winged Elm Society, which are publicized on the United Way of Southern Illinois web site and in periodic media releases.

## Leadership Giving Levels

**Red Feather Circle:** Notable donors who provide an outstanding base of support and invigorate our mission have a profound impact on the lives of many through their gifts of \$500 - \$2,499

**Impact Circle:** Devoted supporters who make a profound impact through their gifts of \$2,500 to \$4,999.

**Winged Elm Circle:** Devoted individuals who take a stand for our community through their extraordinary gifts ranging from \$5,000 to \$9,999 help to extend the safety net for those in need and inspire others to follow.

**Tocqueville Society:** The Alexis de Tocqueville Society comprises community leaders who make an annual gift of \$10,000 or more to United Way, setting an extraordinary example of generosity for others to follow. Unifying the philanthropic efforts of these community leaders, the Society is named after Alexis de Tocqueville, a 19th-century French aristocrat who praised this country's "spirit of volunteerism" and philanthropy in his 1835 book, *Democracy in America*.

**YOUNG LEADERS** - Visionary young professionals, age 45 and under, who pave the way for the future through gifts of \$1,000 or more annually. Young Leaders serve our community as they improve leadership skills and benefit from personal and professional development opportunities.

**WOMEN'S INITIATIVE** - Community-minded women who make personal gifts of \$2,500 or more have the chance to expand their personal and professional networks.

## 7

### Report your results

Maintain the momentum by updating your co-workers, management and fellow team members on campaign progress. Allow them to celebrate with you or brainstorm strategies to pick up the pace if the campaign is moving slowly.

### Campaign Close Checklist

Please use the following checklist to be sure you successfully close your workplace campaign:

- Collect Pledge Forms
- Complete Final Summary
- Turn in Final Summary Sheet and Pledge Cards to United Way of Southern Illinois (depending on the type of pledge card we provided you, any copy of the pledge card(s) is appreciated, and it assures all involved that designations to specific funded agencies are honored)
- Ensure Corporate Gift is Reported
- Announce Results to Employees
- Thank all Employees
- Contact United Way of Southern Illinois Staff to Wrap up Final Details

Please contact United Way of Southern Illinois (UWSI) if you have any questions regarding final results at 618.997.7744.

## 8 Say Thank You

The most important thing we can do is thank contributors for their donations. Thanking others shows appreciation on behalf of thousands of people who are helped by contributions made and is a meaningful way to wrap up an employee campaign. It's also important to share final results with contributors and recognize their role.

### Who Should Be Thanked?

- Each individual who contributed to and volunteered with this year's campaign (including your employee campaign team)
- Vendors who supplied incentives or refreshments
- Speakers, solicitors and others who helped with the campaign
- Employees and departments that had strong results in contributions, participation and/or increased average gift

Consider holding a *Thank You* reception to acknowledge participants and contributors

### Help United Way of Southern Illinois say Thank you!

By sharing the names, addresses, phone numbers and emails of your donors with the United Way of Southern Illinois we're able to directly thank them for their support. Donor information is not shared with or sold to any other organization, nor does United Way of Southern Illinois engage in aggressive direct mail marketing. Research shows that donors feel more connected when we thank them directly. Please help us thank your coworkers!

### Thank You Ideas:

- Personalized payroll stuffers
- Email messages
- Special thank you certificates to departments with 100% participation
- A thank you breakfast
- Ice cream social
- Volunteer recognition at the next regularly scheduled all-staff or department meeting
- Honor roll of campaign volunteers and contributors
- Personalized letter signed by the CEO and sent to all contributors
- Publish a 'Thank You' message in your company newsletter



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Thank you for your time and your talents.  
You are helping your community to Live United.