

CAMPAIGN GUIDE



Heartland
UNITED WAY



STEPS TO A SUCCESSFUL CAMPAIGN

PREPARE

- Set campaign dates. Allow plenty of time to create strategic messaging and to get your online donation portal set up.
- Assemble a campaign team to help distribute campaign messaging across each department or team. A good ratio is one campaign team member per division or building.
- Set a campaign goal that your campaign team and employees can rally behind.
- Set key points for distributing company-wide messaging, i.e. announcement of the campaign, launch day, mid-campaign, final push and thank you.

EXECUTE

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating.
- Send messaging throughout the campaign on a company-wide level.

- Run team challenges to encourage participation. Have some fun! **Example:** The team or business unit with the highest participation wins lunch with the CEO or other company leaders.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls, personal ask emails and signage. Conduct regular calls with the team leads to discuss strategies and needs for their team.

WRAP UP

- Finalize campaign results with your online giving platform. Complete summary form. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.
- Celebrate your results! You could host a thank you event or hand out snacks with a themed label.



MAKE IT S.O.C.I.A.L.

S SHORT & SWEET

Campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

O OVERALL GOALS

Clearly state your goals – dollars raised, number of participants, average donation, volunteer hours.

C COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I IMPACT

Provide impact equations – what does my donation do at various levels?

- \$5 per week could provide a safe place for a family to stay and plan for housing
- \$10 per week could mean books for a child to get them ready for kindergarten
- \$15 per week could mean 25 children receive dental exam and services
- \$25 per week could mean medical services and support for a veteran

A ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

L LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.



BEST PRACTICES

KICKOFF:

- Record a video, take a picture or write a statement of support from a senior executive to be distributed electronically to all employees. Heartland United Way has some great testimonies posted on our website along with our tour of agencies.

UTILIZE AVAILABLE RESOURCES:

- The Workplace Campaign toolkit is available online at www.heartlandunitedway.org. This toolkit includes video links, materials and more.
- Your Heartland United Way team can guide you through all steps of running a campaign as well as help you goal set, train your team and more.
- Need something that is not available in the tool kit? Call us at 308-382-2675 or email Karly@heartlandunitedway.org

COMMUNICATIONS:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Have your Campaign Committee make individual asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well.

INCENTIVES:

- Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS:

- Encourage employees to participate in volunteer opportunities on their own, or as a company.
- The full list of opportunities can be found at go2volunteer.org.

- Find opportunities to create events. Host a kickoff - in-person or virtual - for employees to hear from company and campaign leadership, have a silent auction with prizes like giftcards or lunch with the CEO, or have a day of impact.
- Have fun and get creative with ideas to promote donation options. Host a cooking competition, pumpkin decorating contest, putting contests, races, dress down days, potluck lunches, silent auction, bake sales, etc.

Builders Club Levels:

- Based on the employees giving level, they can join the following Builders Club levels and take part in meaningful, year-round events, volunteer opportunities and engagement.
 - **Tocqueville** (\$10,000+)
 - **Leadership Circle** (\$5,000+)
 - **Pillar** (\$2,500+)
 - **Pioneer** (\$1,000+)
 - **Cornerstone** (\$750+)
 - **Foundation** (\$500+)

RECOGNITION AND THANKS:

- Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator, or other team members.
- Send personal thank you notes to each of your campaign committee members.
- If possible, host an event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please visit heartlandunitedway.org

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place in the Fall, but they can happen at a time that is best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from January 1 – December 31. However, Heartland United Way does not set your payroll schedule; it is a company decision.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: As a service to donors, we make it possible to specify a nonprofit program to receive your donation. However, the direct investment of your dollars designated to the Heartland United Way goes further to strengthen youth opportunity, healthy communities, financial security and community resiliency – the building blocks of opportunity in Hall, Hamilton, Howard and Merrick Counties.

Q: DO COMPANIES RECEIVE SPECIAL RECOGNITION FOR THEIR DONATIONS?

A: Yes, all companies are recognized on our website. Some awards are given to companies that show exceptional leadership to their annual United Way campaigns. Previous awards have included creativity in implementation, 100% participation, total dollars pledged and more. The Top 25 companies are displayed prominently at the Heartland United Way office and on print materials.

Q: WHO DECIDES WHERE THE DONATIONS GO?

A: Nonprofit programs submit formal requests for funding. Any Heartland United Way donor can be part of the Allocations Committee, as long as there is not a conflict of interest. This volunteer-led Allocations Committee conducts presentations and reviews to assess nonprofit programs. Programs also provide a presentation to the Allocations Committee. At the end of the process, the Committee recommends funding levels.

THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting change!

You are a frontline volunteer who raises awareness about the vital role the Heartland United Way plays in the community. UNITED - together with passionate supporters like you - is the way we're leading the charge to improve youth opportunity, health, financial security and community resiliency – the building blocks of opportunity for all!

We hope this guide will provide you with the necessary resources to run your campaign. Please reach out to the Heartland United Way for additional support and guidance throughout your campaign.

Please call us with any questions you have! We are here to help!

308-382-2675



Heartland
UNITED WAY

UNITED IS THE WAY



Heartland
UNITED WAY

HeartlandUnitedWay.org