

UNITED WAY @ WORK

Employee Campaign  
Leaders' Action Guide



United Way of Muscatine

# Make a bigger impact

Employee Campaign Leaders (ECLs) are the critical link between United Way of Muscatine and the employees that help us improve Muscatine. In this guide are tips for strengthening your campaigns, getting more employees engaged and, making a lasting impact on our community and your company overall.

In this guide, you'll find:

- Step-by-step instructions on planning every aspect of a campaign, from the logistical to the fun
- Ideas and tips to make your Employee Campaign more engaging
- Links to additional resources

We hope you will use this guide as a go-to resource for your campaign needs, but a booklet can only do so much. Our staff is always available to help with the rest, so please reach out to us.

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# About Us

Our URL: [unitedwaymuscatine.org](http://unitedwaymuscatine.org)

Our Facebook URL: [facebook.com/unitedwaymuscatine](https://facebook.com/unitedwaymuscatine)

Our acronym: UWM

Campaign Resources URL: [unitedwaymuscatine.org/campaign-resources](http://unitedwaymuscatine.org/campaign-resources)

## OUR MISSION:

The Mission of United Way of Muscatine is to strengthen the collective capacity of the people of the Greater Muscatine area to care for one another

## OUR VISION:

United Way of Muscatine will provide focused, strategic and responsive leadership to address the health and human service needs of the Greater Muscatine area. We will achieve this by:

- Building strong relationships with all stakeholders through caring and inclusiveness
- Understanding and anticipating community needs
- Connecting donors and volunteers to the needs of the community
- Linking those in need to the services within the community
- Energizing and enriching the capabilities of health and human service providers
- Ensuring adequate funding and operating efficiently to achieve our mission

## WHAT WE WANT TO COMMUNICATE

- We are committed to changing our community for the better
- We are local
- We have been in Muscatine since 1954
- We raise money locally and invest it locally
- We focus on EDUCATION, FINANCIAL STABILITY & HEALTH
- Great things happen when we LIVE UNITED

**LIVE UNITED**



**United Way of Muscatine**

# Employee Campaign Leader Job Description

You're the right fit for the ECL role if....

- You love your job!
- You want to expand your leadership skills.
- You are energetic.
- You're a trusted co-worker.
- You embrace your company's culture of philanthropy.
- You inspire others to make an impact in their local community!

**Leader:** Sets the tone of the team and the campaign itself.

**Convener:** Brings together the team that builds a successful campaign.

**Ambassador:** Promotes campaign awareness and education throughout company; ensures that campaign communication complements company values and goals.

## Benefits:

- Grow your leadership, project management and public speaking skills.
- Demonstrate your commitment and leadership to others in your company.
- Work with a team of compassionate and talented coworkers from across departments.



# Best Practices

Tips and resources for running a great Employee Campaign

## #1 DEFINE INTERNAL ROLES AND RESPONSIBILITIES

### Recruit a team!

Don't run your campaign alone. Recruit a committee of enthusiastic, resourceful and committed employees to help you plan the best possible campaign.

- Diversity is important. Involve representatives from various departments in your organization, such as marketing, human resources, payroll, etc.
- Set up regular committee meetings and delegate responsibilities. You can ensure campaign success by creating roles and responsibilities for committee members, such as marketing and events, campaign communication, department liaison, payroll contact, etc.

### Our Team Is:

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## #2 NAIL DOWN LOGISTICS

Determine your pledge card collection time line.

The most effective campaigns are short and goal-oriented. Keep your campaign to 1-2 weeks. Set specific start and end dates and inform your coworkers. Starting a campaign with a clear kickoff and wrapping up with a great finish are often an important consideration - think about these things when you decide timing.

CAMPAIGN START DATE: \_\_\_\_\_

CAMPAIGN END DATE: \_\_\_\_\_

# #3 NAIL DOWN LOGISTICS

Set a challenging, yet attainable goal.

Be ambitious but realistic so your coworkers have an attainable goal to reach.

## Assess 2015 Campaign Data

Total Giving:

Corporate Giving:

Employee Giving Total:

Leadership Giving (\$1,000+ annually)

# of Employees:

# of Donors:

# Leadership Givers:

Employee Participation (total # of donors divided by total # of employees):

Previous 3-year giving totals:

2014: \$

2013: \$

2012: \$

Difference year-to-year:

2014 to 2015: %

2013 to 2014: %

## Identify Potential

Average gift \$ x # of new donors =  
TOTAL increased participation:

# of new Leadership Givers (\$1,000+ annually)  
x \$1,000 = TOTAL leadership increase:

## Identify Growth

Does your company offer a corporate match for employee donations? If so, what are the guidelines? Does your company offer sponsorships, grants or other corporate gifts? You may want to consider these types of questions when working to increase corporate support for United Way of Muscatine.

## Calculate Your 2016 Campaign Goal

### 2015 Total Employee Giving

- + Potential growth bases on new donors
- + Potential growth based on new Leadership Givers
- + Potential company gifts

TOTAL

# #4 PLAN YOUR EMPLOYEE CAMPAIGN ACTIVITIES

## Educational Meetings

Hold educational meetings and events throughout your campaign to get employees together, have fun, and learn more about the community needs and how they can get involved. Ensure the event offers employees plenty of ways to learn and understand what their contribution to UWM is accomplishing. These meetings can be flexible in their design and utilize UWM's Game of Real Life (found on the online toolkit) to illustrate dollars at work. UWM staff would be happy to do presentations, lead games or participate in any way at your events.

OUR EVENTS WILL BE ON: \_\_\_\_\_

## Volunteer Projects

Muscatine Community Volunteer Solutions, a program of UWM, provides group volunteer opportunities that promote team building. Visit [volunteermuscatine.org](http://volunteermuscatine.org) or call Nichole Sorgenfrey, Program Manager, at 563-263-5963 for more information.

OUR VOLUNTEER PROJECTS ARE: \_\_\_\_\_

## Leadership Meeting

Set a meeting designed to educate upper management and organizational leaders about the benefits of giving at the Leadership Giver level (\$1,000+ annually). Visit the online toolkit for Leadership Giving strategies and information about the new Women's Leadership Council

OUR LEADERSHIP GIVING MEETING IS: \_\_\_\_\_

## #5 COMMUNICATE ABOUT YOUR CAMPAIGN WITH EMPLOYEES

### Communicate and publicize the campaign.

Campaigns with great visibility encourage everyone to take part in them. Consider using email, intranet sites, personalized letters, pay stub inserts and UWM materials to promote the campaign. Hang posters and flyers in prominent places like lobbies, kitchens/lounges, and elevators to announce the UWM campaign dates and important information.

Make sure you have the following essential UWM materials:

- Brochures
- Posters
- Pledge Forms
- UWM video

## #6 SAY THANK YOU

### Don't forget to say thanks!

Ensuring your employees have a positive experience is critical to keeping them happy and consistent donors.

- Thank donors, employees and your campaign team in a timely fashion after the end of the campaign.
- Thank contributors for participating in the campaign with incentives such as prize drawings, a thank you luncheon or personal letters.

WE PLAN TO SAY THANK YOU BY: \_\_\_\_\_

## #7 WRAP UP

### Finalize your campaign

The steps below outline the appropriate measure for closing out your Employee Campaign.

- Publicize your campaign's end date and ensure all pledge forms are turned in by the deadline.
- Deliver the donations in an envelope to the UWM office. Be sure to include one copy of pledge forms and all cash and checks from one-time gifts and special events. You must sign the envelope verifying amount of cash and/or checks enclosed.
- Final results should be submitted to UWM within two weeks of your Campaign's close. This allows UWM to process donations and thank your employees in a timely manner.
- Remind donors to keep their copy of the pledge form for tax purposes.

RESULTS WILL BE TURNED INTO UWM BY: \_\_\_\_\_



## #8 STAY IN TOUCH

Stay in touch with us in person

UWM staff is here to help year-round. Have coffee/lunch dates once a quarter to keep UWM up-to-date on what's going on at your company and to learn how your company's support for UWM is improving lives in Muscatine!

