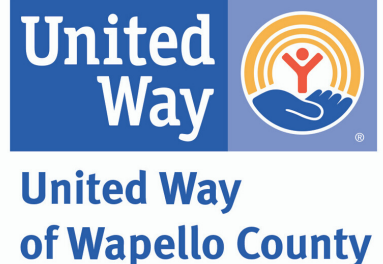




# 2019 CAMPAIGN CHAMPION GUIDE

Simple strategies to build a team of  
fundraisers, hand raisers, changemakers,  
and game changers.

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# WELCOME

**THANK YOU** for serving as the United Way Champion in your workplace for the 2019 United Way Campaign!

United Way of Wapello County is committed to improving lives in our community. With our partners—including 14 funded programs, dozens of collaborative partners, and thousands of donors and volunteers—we're offering hope and help where it's needed the most.

As a United Way Campaign Champion, your role is critical to a successful campaign. But Champions are much more than fundraisers. You are hand raisers, game changers, and change makers. We know that you have many responsibilities, and we truly appreciate your time and leadership to help improve our community.

We have prepared this guide to help you maximize your time and effort. It is full of tools and tips you can use to make your campaign easy and fun! But don't forget- you don't have to do it alone. Please be sure to call on United Way staff for any support or resources you may need.

**Thank you for being our partner and a champion for change!**



# ABOUT UNITED WAY

Since 1965, United Way of Wapello County has been dedicated to improving lives in Wapello County. We bring together businesses, nonprofits, government, and individuals to tackle the challenges facing our local communities. Together with our partners, we implement strategies that get lasting results.

## OUR MISSION

United Way of Wapello County fights for the education, financial stability, and health of every person, in every community we serve.

## OUR VISION

United Way envisions thriving communities where residents are educated, have income stability, and lead healthy lives.

## OUR VALUES

We are guided by our core values of Integrity, Results, Collaboration, Excellence, Accountability, and Equity.

### UNITE

We bring together businesses, nonprofits, government and individuals.

### STRATEGIZE

Together we find strategies that work for our local communities.

### TAKE ACTION

We invest resources and mobilize the community to implement solutions.

### EVALUATE

We measure results to ensure progress and refine strategies.

# 7 TIPS FOR A SUCCESSFUL UNITED WAY CAMPAIGN

## 1. SECURE TOP-LEVEL SUPPORT

Endorsement from your CEO and company can boost the overall success of your fundraising efforts.

- Encourage CEO or top executives to show support at meetings, volunteer projects, and/or electronic communications to employees.
- Secure a budget and make sure time is allocated for campaign activities.
- Ask leadership to consider having some fun if the campaign goal is met or exceeded- like a pie in the face, silly costume, etc.
- Consider a corporate match on employee dollars as a great way to incentivize giving and demonstrate a commitment to the community.

## 2. PREP AND CUSTOMIZE

Build your team, set your schedule, and work with United Way to customize tools and materials for your business.

- Set up a meeting with United Way staff or attend a Campaign Champion meeting to help plan your campaign.
- Make sure United Way has accurate information about your company (coordinators and CEO contact information, number of employees, logos, etc.).
- Recruit a campaign team (depending on company size) to work with you on planning and events.
- Decide on activities, special events, incentives and prizes, campaign themes, and a thank-you strategy for donors.
- Plan out communication to employees to highlight United Way's impact in the community, where the dollars go, and stories from partner agencies.

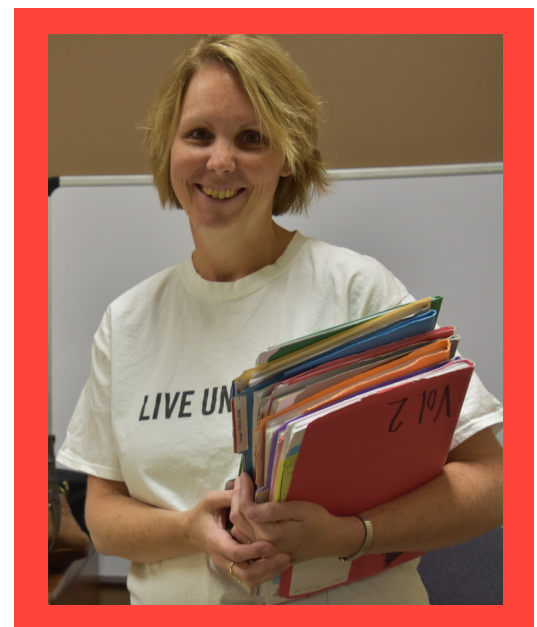
*★ United Way can provide templates, sample communication, and video customized to your workplace!*

### 3. SET AND SHARE GOALS

**Having a set goal builds buy-in and engagement.**

- Set a realistic but challenging goal for dollar raised and participation rates.
- Communicate the goal to employees.
- Track and report progress!

*★ We can provide trends and data for your workplace or similar businesses to help with goal setting.*



### 4. CONDUCT A FUN AND ENGAGING CAMPAIGN

**Inform employees about United Way's work, and give everyone an opportunity to donate and participate!**

- Schedule employee meeting(s) or add United Way to the agenda of a standing meeting.
- Invite United Way staff and partner agency to speak at your meeting.
- Promote the campaign in newsletters, common areas, internal communications. Share reasons to give, company support and events, etc.
- Distribute pledge forms to all employees.
- Get committed volunteers and donors to share why they support United Way.
- Host fundraisers to increase giving and encourage participation.
- Follow up with employees to ensure everyone who wants to donate has completed a pledge form.

### 5. SAY THANK YOU

**Every single donor is important to United Way's success- let them know how much we appreciate them!**

- If possible, share donor names with United Way so we can say thank you.
- Post thank-you posters or send an e-card.
- Highlight donors of a certain level in a public space.
- Recognize the planning committee for their hard work.

# SETTING GOALS

A challenging but achievable goal can create buy-in and excitement about your campaign. The worksheet below can help you determine a realistic target. We can provide data from previous years and/or data from similar organizations.

Statistic	Benchmark	Last Year	Goal
Total employees			
Participation goal (percentage)			
Total donors			
Average gift			
Total employee giving			
Corporate gift (if possible)			
Other fundraisers			
Total workplace goal			

## GOLD CAMPAIGN AWARDS

- 60% employee participation OR
- \$150 average gift OR
- 100% corporate gift

## SILVER CAMPAIGN AWARDS

- 50% employee participation OR
- \$100 average gift OR
- 75% corporate gift

## BRONZE CAMPAIGN AWARDS

- 40% employee participation OR
- \$75 average gift OR
- 50% corporate gift

# SAMPLE TIMELINE

## 6 - 8 WEEKS BEFORE KICKOFF

ASSIGNED

COMPLETE

Meet with previous campaign leaders to discuss last year's successes and challenges.

Meet with corporate leadership to obtain commitment, set goals, and secure incentives.

Recruit a campaign committee.

Select the dates for campaign kick-off, volunteer projects and/or special events.

## 4 - 6 WEEKS BEFORE KICKOFF

Request campaign materials from UWWC.

Schedule kick-off meeting and events with employees.

Finalize incentives, prizes and thank-yous.

Identify speakers for kick-off and events (UWWC staff, partners, leadership, and/or volunteers).

## 3 - 4 WEEKS BEFORE KICKOFF

Announce campaign goals and details.

Notify department leaders and supervisors (if applicable) and ask them to encourage donations and attendance.

## 1 - 2 WEEKS BEFORE KICKOFF

Hang posters in common spaces, post goal thermometers, set up displays or table tents in common spaces.

## 1 - 2 WEEKS BEFORE KICKOFF (CONT.)

ASSIGNED

COMPLETE

Send a friendly reminder email about the campaign, post to intranet or in a company newsletter.

Purchase/collect items to be used as prizes, incentives or silent auction items.

Order/purchase refreshments for kickoff meetings.

## CAMPAIGN TIME! (1 WEEK - 1 MONTH)

Host company-wide kickoff event(s) to share information about United Way and how to donate.

Distribute pledge forms (at kick-off if possible).

Post tracking charts or thermometers and update them often.

Hold your fun events, like games, contests, BBQ's and auctions.

Show your support and excitement by wearing LIVE UNITED t-shirts or company-branded attire.

Follow up with past donors who have not yet responded.

Share daily updates with staff incorporating inspirational stories from UWWC, volunteers and partners.

Take photos and share them with United Way.

## WRAP UP AND THANK YOU

Tally final results and report to leadership and UWWC.

Host closing celebration to thank donors and announce your success!

Send thank-you notes to committee members and volunteers.

Debrief with committee members and select next year's campaign champion.

Celebrate your success in newsletters and social media.



# CAMPAIGN IDEAS

## CAMPAIGN THEME IDEAS

- Live United
- Superheros
- Broadway/Hollywood
- Game Show/Reality TV
- Sports/Olympics
- Carnival/Mardi Gras
- 60's, 70's, 80's
- Driving results (car/race theme)
- Iowa/Iowa State/UNI

## SPECIAL EVENTS AND FUNDRAISERS

- Jeans Day
- Bake sale/craft sale
- Email bingo
- Silent auction
- Ice cream social
- Car wash
- Bowl-a-thon
- Golf tournament
- Chili cook-off (or dessert, potluck dish, etc.)
- 50/50 or prize raffle
- Team/department challenges
- Trivia night
- Baby/pet picture match game
- Carnival games
- Ugly tie/sweater contest
- Remote control car races
- Pancake breakfast

*\*Ask UWVC if you need contest judges, cash-handlers, or our raffle license- we are happy to help!*



# CAMPAIGN IDEAS

## SPECIAL EVENTS AND FUNDRAISERS

- Jail and bail
- Employee funniest home video
- Office Olympics
- Company cookbook
- Putt-putt competition
- Dunk tank

## INCENTIVE IDEAS

- Prime parking spaces
- Vacation day
- Pizza party/free lunch
- Movie or sports tickets
- Sleep-in or leave-early passes
- Company swag
- United Way mugs, tumblers, apparel, etc.
- Gift baskets
- Round of golf
- Popcorn machine/snack bar
- Coffee delivery for donors
- Dress down days
- Gift certificates
- Additional volunteer time off
- Recognition on company media
- Plaques or certificates for display in the workplace

*\* TIP: If you can manage it, PTO is the most effective incentive!*



# SAMPLE KICKOFF AGENDA

## WHY I SUPPORT UNITED WAY

*Organization representative - 2 minutes*

- Story from leadership or committee member about why you chose to support United Way
- How our work relates to your business mission or customers (optional)

## UNITED WAY OF WAPELLO COUNTY

*UWWC representative - 5-7 minutes*

- United Way's mission
- Our role in the community

*\*This agenda covers 15-20 minutes, but we can condense or add information to fit your schedule!*

## DONOR IMPACT

*UWWC representative - 4-7 minutes*

- Where the dollars go
- Local success stories
- United Way video (optional)
- Funded partner representative (optional)

## NEXT STEPS AND THANK YOU

*Organization representative - 3-5 minutes*

- Pledge process and timeline
- Goals for this year
- Corporate match (optional)
- Campaign activities, events and incentives
- Thank you!



# OTHER RESOURCES

We hope to provide everything you will need for a successful campaign. If there is a resource you would like to have, but don't see on this list- please let us know!

You can find additional resources, samples and examples on our website: [www.wapellocouw.org/campaign](http://www.wapellocouw.org/campaign).

## ABOUT UNITED WAY

- UWWC Impact Sheets
- UWWC Infographics
- Brochures
- Posters
- Pledge forms

## COMMUNICATION

- Sample kickoff email
- Sample reminder email
- Sample thank-you letter
- Sample retiree letter

## DIGITAL

- UWWC Campaign Video (Spanish and French subtitles available)
- Social media/intranet posts
- United Way logos