



# CAMPAIGN CHAMPIONS GUIDE

MAKE A BIG DIFFERENCE

## CHAMPION

**NOUN:** A person who fights for or argues for a cause or on behalf of someone else. “A champion of the United Way”

**NOUN:** A person who enthusiastically supports, defends, or fights for a person, belief, right, or principle

**VERB:** To support the cause of, defend

**SYNONYMS:** Advocate, protect, defend

THANK YOU FOR  
BEING PART OF  
TEAM UNITED!



United Way  
of Auglaize County



# UNITED WAY CAMPAIGN 101

## LIVE UNITED

**New to United Way campaigns?**  
**This page is for you.**

For over 100 years, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns.

### WHY?

**Because United Way works.**

United Way fights for the health, education, and financial stability of every person in Allen County.

**Because giving to United Way is easy.**

Most people give via payroll deduction, pledging in the fall to have a certain amount taken out of each paycheck the following year. United Way’s materials are easy to distribute and collect. After some

planning and a brief 1-2 week solicitation period (your internal workplace campaign), you’re done!

**Because there’s something for everyone.**

Donors can choose to designate their gift to United Way programs of their choice in Allen County or to United Ways in their home communities. With over 40 community partners and programs, there’s a cause that fits everyone’s personal mission.

**Because United Way is effective.**

Money raised here stays here and 100% of every dollar stays local. United Way meets all 20 Standards of Charitable Accountability established by the Better Business Bureau.

THE TYPICAL WORKPLACE CAMPAIGN...	YOUR ROLE A WORKPLACE CHAMPION...	OUR ROLE AS UW STAFF & VOLUNTEERS...
<ul style="list-style-type: none"> <li>• Runs actively for 1-2 weeks.</li> <li>• Runs sometime between September 1 and Thanksgiving. (But you can run anytime. Pick the dates that best serve you.)</li> <li>• Uses United Way brochures and pledge forms that we provide.</li> <li>• Most donors give via payroll deduction, pledging to give \$___ per pay period during the following year (Jan. 1 to December 31).</li> </ul>	<ul style="list-style-type: none"> <li>• Serve as main contact between United Way and your workplace.</li> <li>• Lead the planning and coordination for a successful internal campaign.</li> <li>• Recruit others to help with your internal effort.</li> <li>• Collect and submit all pledge forms and monetary donations to United Way in a timely manner. Includes completion of the Workplace Giving Form completed at the end of your internal campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>TO HELP YOU IN ANY WAY POSSIBLE! Never hesitate to call with questions or to help with campaign strategies.</b></li> <li>• <b>PLEASE reach out for ALL of your campaign needs.</b></li> <li>• <b>Natasha Kaufman</b>  <b>419-739-7717</b>  <b><a href="mailto:nkaufman@unitedwayauglaize.org">nkaufman@unitedwayauglaize.org</a></b></li> </ul>





# UNITED WAY CAMPAIGN 101

## LIVE UNITED

*Companies that followed these 4 simple steps saw a 4% increase, companies who didn't saw a 15% decrease.*

### #1 Meet with us one-on-one OR plan to join your colleagues from other local workplaces at one of our Champion Roundtables.

We will be having two sessions for your convenience. You can plan to attend in person or chose to join via Teams. Please join us as we brainstorm ideas and share best practices.

### #2 Ask upper management to support the campaign and endorse it publically in employee meetings/publications.

#### Things to consider:

- Is UW a priority for CEO/management?
- Have you met with them to discuss your plan?
- Is there an authorized corporate gift / match?
- Are there authorized incentives for giving?
- Will they speak/endorse at employee kickoff?
- Send letter/Email to staff about importance of United Way and how it meets your company's philanthropic mission?

### #3 How Will You Make The Ask? How Often Will You Follow Up?

- How will you promote and launch your campaign?  
Use your All-Staff Meeting for Kick-Off!
- Remember that the easiest way to your employees heart is their stomach – breakfast or snacks are always a great idea.
- Use the personal ask and follow up for best results.
- Have an agency come to give a testimonial or a UW representative speak on what your donation means to our community.
- Are you using the triplicate form? Still have remote employees and need a virtual pledge form? Are you a small staff and using the tear-off form on the brochure would work well? Make sure to have plan for following up regardless of form.

### #4 Everyone loves free stuff!

- Offers don't have to be extravagant.
- Great ideas for Incentives on page 3 but here are a few:
  - PTO is a popular offer
  - Offer company swag
  - Offer the possibility of the best parking spot for a year.
  - Run a contest that offers pride, not prizes.



## TAKING IT TO THE NEXT LEVEL

### LIVE UNITED

Implement these strategies to increase your participation rates and average giving levels, and the dollars will follow!

### 1. INFORM 2. INSPIRE 3. INCENTIVIZE

#### WAYS TO INCREASE PARTICIPATION

- **Implement ALL of the Best Practices on Page 2.** Most especially #2 and #3.
  - How is the UW campaign communicated internally?
  - Is it publicly supported by CEO and upper management and a priority within the workplace?
  - HOW are people being asked to give?
- **Set a goal of 100% ASK.** This is different than 100% participation. Collect a completed, signed pledge form from EVERY employee, even if the pledge is \$0 so that you can make sure every person heard the message and had an opportunity to give.
- **Promote it!** In a virtual giving environment, multiple touch points throughout your campaign will be critical to its success. Send daily

reminders to turn in pledge forms, especially on the last day of your campaign. Hang posters. Borrow our UW banners and flags. Send internal e-mail and all-call messages. Share on social media.

- **Daily contests.** We can help you set up fun ways to engage and inform employees each day of your campaign. If your workplace allows in-person presentations, trivia contests and Bingo, or a United Way scavenger hunt can inform and inspire people.
- **On the last day, review your list of past donors and cross reference it with those who've already given.** Follow-up one-on-one with those past donors and remind them it's the last day to give.
- **Extend the giving opportunity to new hires throughout the year.** Give pledge forms at new employee orientation.

#### WAYS TO INCREASE AVERAGE GIFT

- **Implement ALL of the Best Practices on Page 2.** Most especially #3 (customizing the pledge forms that will be used at your workplace). This will allow us to make the default suggested giving options specific to your workplace and slightly higher than your company's average employee gift of a year ago.
- **Stress giving via payroll deduction.** People tend to give more when spreading their gift out week-to-week rather than making a one-time gift via cash or check.
- **Include attractive incentives to help motivate giving.** They don't have to cost you a lot (or anything). Then use those incentives for tiered levels of giving. For example, \$5/pay, gets you one benefit or maybe you are entered into a raffle with five ticket. If you give \$10/week,

you get two benefits or get 10 raffle tickets.

- **Leverage "fun-raisers."** Ask for a completed pledge form, rather than a small cash donation. For example, instead of "selling" Jeans Day passes for \$5, ask that they pledge a certain amount via payroll deduction. Conduct your United Way campaign apart from other internal fundraisers.
- **Ask an associate who's benefitted from a UW program to share their story.** Nothing like a personal testimonial to get the tears, and dollars, flowing.
- **Promote membership in United Way's Giving Society.** Membership begins with a \$500 annual gift.



# Incentive Program

## USING INCENTIVES TO MOTIVATE

### LIVE UNITED

If only everyone were 100% altruistic. What inspires giving? Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace. You don't have to go over the top on these either. There are many low-cost / no-cost ways to obtain items as incentives.

#### HERE COMES THE CRITICAL PART...

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, then decide how to set your incentives. Examples below:

**By individual participation:** Anyone who gives via payroll deduction is eligible for a prize / drawing.

**IDEA:** For each dollar someone gives/week, that's how many chances they have.

**By time frame:** Anyone who contributes by X day is eligible for a prize/drawing.

**IDEA:** If you turn in your pledge form at the UW presentation meeting.

**By increase:** Anyone who increases their gift over the previous year by \_\_\_\_ % or to next giving level is eligible.

**IDEA:** Promote "Fair Share" giving, which would be equivalent to 1% of your annual salary.

**By gift level:** Anyone who gives \$XX dollars or more is entered into a special drawing.

**IDEA:** Set tiers of incentives. Those who give \$10/week are eligible for more than those who give \$1/week.

**By company goal:** If the company achieves its participation goal, all employees can wear jeans on Friday.

**IDEA:** Do NOT set goal for 100% participation.

#### IF YOU CAN SWING IT, THE BEST INCENTIVE YOU CAN OFFER IS EXTRA PAID TIME OFF!

Vacation Days, "Sleep-in" passes, or leave work early passes all work well for this.

#### WHERE DO I GET THESE INCENTIVES?

Talk with your management team to procure corporate items. Ask your vendors. Contact United Way Champions at other businesses and trade YOUR "corporate swag" with them. Spend unused corporate Credit Card rewards.

#### OTHER INCENTIVE IDEAS INCLUDE:

- Restaurant/Carryout gift certificates
- Streaming video subscriptions
- Cooking / baking prizes
- Home improvement / Gardening
- "Outdoor" activities / prizes
- Trendy electronics
- Big screen TV's
- Gaming packages (xBox/Playstation)
- Gift cards (Walmart / Kroger shopping spree)

#### LOW/NO-COST INCENTIVES:

- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Free meals in company cafeteria
- Pizza party / Free lunch
- Boss does your job for half day
- Use of company car

United  
Way



United Way  
of Auglaize County





## CAMPAIGN PLANNING WORKSHEET

**United Way of Auglaize County      1100 Defiance St., Wapakoneta, OH 45895      419-739-7717**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Person Coordinating Campaign (If not you): \_\_\_\_\_ Phone: \_\_\_\_\_

Their Email: \_\_\_\_\_ Number of Employees at your workplace: \_\_\_\_\_

Approximate dates your anticipate conducting your campaign (Best if completed by Thanksgiving) \_\_\_\_\_

## HOW WILL YOU MAKE THE ASK?

\_\_\_\_\_ Traditional: Like we always do with paper pledge forms

\_\_\_\_\_ Traditional: Tear-Off Pledge Card from the Brochure

\_\_\_\_\_ I'd like to schedule in-person United Way Speakers for my meetings

\_\_\_\_\_ Virtual: Utilize digital assets with a customized plan to engage employees

\_\_\_\_\_ Hybrid: A mix of the above methods

\_\_\_\_\_ Rollover: I'm interested in learning more about continuous employee giving

**COMPLETE, SCAN, AND EMAIL THIS FORM TO [NKAUFMAN@UNITEDWAYAUGLAIZE.ORG](mailto:NKAUFMAN@UNITEDWAYAUGLAIZE.ORG). THANKS!**