

# 2023 CAMPAIGN



## UNITED WAY OF THE CAPITAL REGION CAMPAIGN COORDINATOR GUIDE

LIVE UNITED

United Way of  
the Capital Region



July 25, 2023

# WE'RE HERE FOR YOU!

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# TABLE OF CONTENTS

WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO? .....	3
BECOME AN INFORMED CHAMPION.....	4
CAMPAIGN KICKOFF COUNTDOWN.....	5
WAYS TO GIVE .....	6-7
2023 CAMPAIGN MESSAGING AND TOOLS .....	8-9
BEST PRACTICES FOR SUCCESS! .....	10-14
UNITED WAY AWARDS.....	15
SERVICE PROVIDERS.....	16

## WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO?

*Empower your coworkers to change our community through giving, volunteering, and advocating for United Way.*

### Key Responsibilities:

- Meet with your United Way campaign manager about your campaign history, what you've liked in the past and what you want to improve. Your campaign manager will share best practices to help enhance and grow your campaign participation and results.
- Attend United Way coordinator training.
- Establish an internal campaign team with representatives from each department and your company's donor groups members (Tocqueville Society, Bridges Society and Women's Leadership Network (WLN)).
- Develop an effective campaign plan including dates and goals.
- **Make your campaign FUN!** Plan your company's kickoff and recognition events.
- Promote your campaign by distributing educational materials to employees and posting materials through building and/or virtually through email, intranet, and newsletter.
- Encourage leadership giving in your campaign.
- Invite everyone to give and promote 100% participation.
- Thank your donors and volunteers.

*Need information fast? How about a brochure, one-pager, success story or other resources to help you manage your campaign? Visit [www.uwcr.org/materials/](http://www.uwcr.org/materials/) or contact your United Way campaign manager to find a library of resources.*

### Our Mission

The mission of United Way of the Capital Region is to improve lives in Cumberland, Dauphin and Perry counties by identifying the most pressing community needs, finding solutions to those needs, and demonstrating how these solutions are making a difference.



## YOU MAKE A DIFFERENCE

### Meet Jacolla

Two years ago, Jacolla, a nurse at UPMC Community Osteopathic, was connected to United Way of the Capital Region's **Road to Success** initiative.

As a single mother of two young boys, Jacolla was struggling to find day care services for her sons to allow her to begin her shift at 7:00 a.m. She also needed help in the afternoon after her sons finished school, as Jacolla was studying to earn her bachelor's degree in nursing.

Through **Road to Success**, Jacolla was quickly connected to KinderCare, which met her needs and received financial support for the cost of child care.

This year, Jacolla earned her bachelor's degree and received a job promotion. She has completed the "step-down" process with her child care expenses and is now able to afford the cost all on her own. She has worked through **Road to Success** to establish a budget to plan for this expense.



## BECOME AN INFORMED CHAMPION!

The more you know about United Way, the more impassioned you will become and the more information you can share with your coworkers.



**GOAL: IMPROVE ACCESS TO HEALTH CARE**

We connect people without health insurance to care and a primary medical care home. This includes dental, vision, and behavioral health services.



**GOAL: SUPPORT URGENT BASIC NEEDS SERVICES**

We support service providers with food, housing and utilities, child care, language support, information, and referral services.



**GOAL: IMPROVE SCHOOL READINESS AND READING PROFICIENCY BY 3<sup>RD</sup> GRADE.**

We strive to improve reading proficiency by preparing children for kindergarten.



**GOAL: HELP INDIVIDUALS GET - AND KEEP - JOBS**

We help people get and keep jobs with opportunities for advancement. This includes assistance with child care and transportation.

# CAMPAIGN KICKOFF COUNTDOWN

**Time to Start Planning – Meet with your United Way campaign manager 3-4 months prior to your kickoff (times may vary).**

## **6-8 WEEKS BEFORE KICKOFF**

- Meet with leadership to gain support.
- Establish an internal campaign team with representatives from each department. Include your company's donor group members (Tocqueville Society, Bridges Society and WLN).
- Review last year's campaign. Decide which ideas to repeat and which to re-evaluate.
- Talk to your campaign manager about best practices to enhance your campaign participation and results. (*see "Best Practices for Success!" Pgs. 10-14*).

## **4-6 WEEKS BEFORE KICKOFF**

- Set campaign participation and fundraising goals. Develop plan to share goals.
- Decide if your campaign will be in-person, virtual or hybrid (*see "Ways to Give" Pgs.6-7*).
- Establish a campaign timeline and schedule dates on your company's calendar for the kickoff and fun follow up events to keep employees informed and engaged (*Limit actual campaign to 2 weeks or 1 payroll period*).

## **3-4 WEEKS BEFORE KICKOFF**

- Work with your campaign manager to arrange an initiative liaison to share a message of impact with your staff.
- Have internal campaign team reps and department supervisors announce campaign kickoff date, encourage 100% attendance to learn about United Way's initiatives.
- Ask your leadership to send a message to all employees announcing the campaign kickoff and follow up events dates, include supportive messages of United Way's work.

## **1-2 WEEKS BEFORE KICKOFF**

- Receive all campaign materials from your campaign manager.
- Announce campaign kickoff. Include United Way raffle prizes and company incentives.
- Hold company leadership giving meeting prior to full employee campaign kickoff.

## **WEEK OF CAMPAIGN KICKOFF**

- Hold organization-wide campaign kickoff with your campaign manager to build enthusiasm, educate and give employees an opportunity to give.
- Promote 100% participation and a fundraising goal. Share information on how to give.
- Promote fun activities throughout the campaign. Update progression daily.
- Make sure to follow-up with past donors.

## **1-2 WEEK(S) POST CAMPAIGN**

- Ensure pledge forms have employee signatures and accuracy.
  - Meet with your leadership and internal campaign team to review results.
  - Announce results to employees and thank them for their support.

# WAYS TO GIVE

## PAPER PLEDGE FRONT

### 2023 PLEDGE FORM

United Way of the Capital Region



Male  Female  Other Birth Date \_\_\_\_\_ (MM/DD/YY) Last Year's Gift \_\_\_\_\_

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail  Home  Work \_\_\_\_\_ Phone  Home  Cell \_\_\_\_\_

Organization/Employer \_\_\_\_\_ Work Location \_\_\_\_\_ Employee ID \_\_\_\_\_

Donate \$1,000 or more to be recognized as a Leadership Donor!

### PLEDGE

Support the work of United Way of the Capital Region (Community Impact Fund) ..... \$ \_\_\_\_\_

AND/OR United Way's initiatives:

- Support Access to Health Care ..... \$ \_\_\_\_\_  Support Workforce Development ..... \$ \_\_\_\_\_  
Contact to Care Initiative Road to Success Initiative
- Support School Readiness ..... \$ \_\_\_\_\_  Support United Way Basic Needs ..... \$ \_\_\_\_\_  
Ready for School, Ready to Succeed Initiative

I wish to forward a portion of my gift to\*: (optional)

Organization Name \_\_\_\_\_ Address \_\_\_\_\_ \$ \_\_\_\_\_

Organization Name \_\_\_\_\_ Address \_\_\_\_\_ \$ \_\_\_\_\_

I do not want my name released to the agency/agencies receiving my gift.

\*United Way of the Capital Region makes every effort to ensure a donor's gift is received by the intended agency. However, if we cannot verify the existence or eligibility of an agency designated to receive funds, and we are unable to contact the donor for alternative arrangements, the monies designated will be directed to the United Way's Community Impact Fund.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ TOTAL: \$ \_\_\_\_\_

### PAYMENT METHOD

- Payroll Deduction ( \_\_\_\_\_ of pay periods X \_\_\_\_\_ installments)
- Cash/Check (Payable to United Way of the Capital Region) Check #: \_\_\_\_\_
- Credit Card (Pay online at [www.uwcr.org/payment](http://www.uwcr.org/payment) or call us at 717.732.0700.)
- Bill Me First Billing Date: \_\_\_\_\_ (MM/YY)  
 One Time  Semi-annually  Quarterly  Monthly
- Stock/Securities (Please notify United Way of transfer.)

### MEMBERSHIP OPPORTUNITIES

I would like to join:

- Capital Club (\$1,000+ per year)
- Women's Leadership Network (\$500+ per year)
- Bridges Society (\$500+ per year)
- Bridges Society Donors Age 22-30 (\$250+ per year to UW's Community Impact Fund)

Donor groups!

Thank you for your contribution to United Way of Capital Region!

Your personal information is kept confidential. We do not rent, trade or sell our lists of contributors.

## EMPOWERING INDEPENDENCE THROUGH UNITED WAY

United Way of the Capital Region empowers independence to help individuals and families move forward. We do this by providing tools and life skills for people to take control of their futures through access to health care, basic needs, school readiness and workforce development programs.



Learn more at [uwcr.org](http://uwcr.org)

BACK

<b>ACCESS TO HEALTH CARE</b> <i>Contact to Care</i> Helps the uninsured navigate the health care system, overcome barriers to care and connect with a primary health provider. 	<b>SCHOOL READINESS</b> <i>Ready for School, Ready to Succeed</i> Helps prepare kids to enter school ready to succeed and read proficiently by 3rd grade. 	<b>WORKFORCE DEVELOPMENT</b> <i>Road to Success</i> Helps people get - and keep - jobs with opportunities for advancement. 	<b>BASIC NEEDS</b> Supports services providing food, housing and utilities, child care, information and referral services, and language support.
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### JOIN OUR DONOR NETWORKS

<b>Bridges Society</b> By donating \$500 or more, you can join this diverse group of leaders through giving and volunteering opportunities. Individuals age 22-30 can join Bridges Society by making a donation of \$250 to United Way's Community Impact Fund.	<b>Tocqueville Society</b> This prestigious society honors extraordinarily generous donors giving a minimum gift of \$10,000.
<b>Capital Club</b> By donating \$1,000 or more, you can join this leadership group that includes some of our community's most charitable donors.	<b>Women's Leadership Network (WLN)</b> By donating \$500 or more, you can join this alliance of dynamic women who are changing our community through philanthropy and volunteerism.

### DONATE \$182 OR MORE FOR A CHANCE TO WIN A NEW CAR!

Donate a minimum of \$182 to United Way of the Capital Region's campaign (that's just \$3.50 a week) to enter our raffle. You'll have the chance to win one of several great prizes, including a brand new car!

For a list of prizes, rules and an eligibility card, see your company coordinator or contact United Way at 717.732.0700.

Please keep a copy of this form for your tax records. You may also need additional documentation such as a copy of your pay stub, W-2, or other employer documentation. Please check your tax return for more information. United Way automatically sends receipts to all donors who contribute \$2 or more (in a single payment of cash, check, credit card or bank gift).

United Way encourages you to be involved in your charitable giving. United Way is registered with the Pennsylvania Bureau of Charitable Organizations. The official registration and financial information of United Way may be obtained from the PA Department of State by calling toll-free 1-800-732-0949. Registration does not imply endorsement. Funds raised in the 2023 campaign will be distributed in the 2024-2025 fiscal year. United Way does not provide goods or services as a whole or partial consideration for any contribution made by payroll deduction or any other method of giving. United Way operates under the highest financial and ethical standards.

**United Way - Easy 1-2-3!** is ideal for organizations who have not run an electronic campaign in the past. It's also great for simple campaigns that do not need a lot of customization. Employees create their own User IDs and passwords when they log on to the company's ePledge portal.

**Timeline:**

- o 4-6 weeks before campaign start date – Complete the Campaign Easy 1-2-3! worksheet and return it to your campaign manager - [Andar 360 \(unitedwayepledge.org\)](http://Andar360.unitedwayepledge.org). Make sure your IT department has the technology required in place.
- o 2-3 weeks before the campaign start date – United Way will provide you with a personalized login link for your company ePledge portal. Use this link to login and customize your portal before your campaign begins. Once you complete your ePledge setup, you will receive a link to send to your employees to pledge through.
- o A few days before the campaign start date – Announce to employees that your campaign is kicking off.
- o During campaign – Send link to your employees to pledge. Promote participation and fundraising goals internally to help increase participation.
- o After the campaign – Coordinators will be given access to download reports including one for payroll deductions and results.

**United Way Full System (personalized)** is ideal for companies with complex donor options/needs. Organizations need to provide employee names, ID numbers and email addresses as well as customization requests. With this site, employee data will be uploaded into the database to automatically send an easy login ID and password to each employee via email. Employees then use their assigned IDs to log onto the organization's ePledge portal and enter their pledges.

**Timeline:**

- o 4-6 weeks before campaign start date – Complete the ePledge worksheet to set up portal and return it to your campaign manager. Request an employee data file from your human resources department and send it to your campaign manager. Make sure your IT department knows the technology required to run an e-campaign.
- o 2-3 weeks before campaign start date – Send your employee files to United Way. Run a test e-mail to ensure there are no issues with SPAM blockers. Communicate upcoming campaign to employees.
- o A few days before the campaign start date – Announce to employees that your campaign is kicking off.
- o During the campaign – United Way will email your employees with a personalized link to your company's custom ePledge portal.
- o After the campaign – Coordinators will be given access to download reports including one for payroll deductions and results.

**3<sup>rd</sup> Party Processor** Please inform your campaign manager which system your company is using. (Example: Another United Way, Frontstream, CyberGrants, YourCause)

## Empowering Independence

### Elevator Speech

United Way of the Capital Region empowers independence in access to health care, basic needs, school readiness and workforce development.

### Longer Version Speech

United Way helps individuals and families become independent through programs that are proven to work. We do this by providing tools and life skills for people to take control of their futures in access to health care, basic needs, school readiness and workforce development.

- ***New this year in basic needs*** – Our United Way dedicates more than \$1 million annually to basic needs services to help people in urgent situations. This includes food, housing and utilities, child care, information and referral services, and language support. We recently formed new partnerships to make a greater impact in our community. Some of our new partners include Bethesda Mission of Harrisburg, Downtown Daily Bread and Pennsylvania Wounded Warriors. At the same time, we continue to support many of our traditional partners.  
In 2022:
  - 934,166 meals were provided to families in need.
  - 55,032 people received help with housing or utilities.
- **In access to health care**, we connect people without health insurance to care and a primary medical home. This includes dental, vision and behavioral health services.  
Through our work:
  - 827 people now have insurance.
  - 1,780 people now have a primary medical home.
- **In school readiness**, we help level the playing field for children by preparing them to enter kindergarten and improving reading proficiency by 3<sup>rd</sup> grade. We offer educational workshops for children ages 3-5 and their families to prepare them academically and socially for school.  
Through our work:
  - 66% of children in our program in kindergarten are proficient in reading vs. 46% of their peer students not in our program.
  - 65% of children in our program in third grade are proficient in reading vs. 56% of their peer students not in our program.
- **In workforce development**, we help people get – *and keep* – jobs with opportunities for advancement. This includes assistance with child care and transportation.  
Through our work:
  - 174 individuals have graduated from the program and are employed and financially stable.
  - We have a 68% retention rate for individuals in our program vs. the standard rate of 53% reported by our partner employers.

We LIVE UNITED by empowering independence. Every gift makes an impact. Every donor makes a difference. Every family matters. Join us. Support United Way.

July 24, 2023

## Resources and Tools

We offer a variety of easy-to-read and share flyers and engagement activities for your use. These resources are provided by your campaign manager, both electronically and in print. Here is a list of our current resources. Additional resources will be created as needed. For more information, visit <https://www.uwcr.org/campaign/workplace-giving/>

### Flyers and Tools:

- Bridges Society
- Women's Leadership Network (WLN)
- Tocqueville Society
- Leaders in Giving
- How We Can Partner with You
- Corporate Leadership Giving Program
- Cornerstone Partners
- Electronic Giving Options
- Raffle Prizes
- Pledge Forms
- Basic Needs
- Workforce Development
- Access to Health Care
- School Readiness
- Initiatives Impact Summary Flyer
- General Flyer About United Way

## Activities Available – Games!

- Jeopardy – Available for virtual and in-person use.
- Bingo – Available for virtual and in-person use.
- Trike Race – Ready for friendly competition? Hold a trike race at your office.

For information on all available games, contact your UW campaign manager. James Edrington, [jedrington@uwcr.org](mailto:jedrington@uwcr.org) and 717.724.4065 or Ashton Burno, [aburno@uwcr.org](mailto:aburno@uwcr.org) and 717.724.4063



# BEST PRACTICES FOR SUCCESS!

## 1. INVOLVE YOUR LEADERSHIP

Leadership team participation is essential for a successful campaign. We have the support of your company leaders so let's leverage it to boost the credibility and importance of our efforts.

- Ask your leadership to approve the creation of a campaign committee, as well as incentives to encourage giving.
- If possible, ask for a corporate gift or a match of employee giving to add to your campaign.
- Ask your leadership to personally endorse the campaign during our fundraising season.



## 2. FORM AN INTERNAL CAMPAIGN TEAM

The more people you have helping on your campaign, the better your ability is to reach more people. It also means LESS WORK FOR YOU!

- Ask a friend at work to be an assistant coordinator.
- Recruit people from all areas of your organization.
- Include your donor group champions to share the opportunities of joining these groups.
- Include people with United Way experience, if possible.
- If employees at your workplace are members of a union, make sure you invite union representatives to serve on your internal campaign team and help plan your campaign.

## 3. DEVELOP A PLAN

### • Know Your Campaign Environment

With the new work environment, know if your campaign will be running in-person, virtual or hybrid.

### • Set a Participation Goal

To ensure co-workers do not feel pressured, it is not recommended to set a participation goal above 80%. Set a dollar amount goal by reviewing last year's average gift and set a realistic monetary goal. Increasing participation will help you reach the monetary goal.



### • Set a Goal of 100% Ask

Make sure that everyone has an opportunity to give.

- **Establish Campaign Dates and Develop a Realistic Plan to Achieve Your Goals**  
While the period of direct solicitation within your workplace should typically take 2 weeks for solicitation and 2 weeks for follow up, the campaign doesn't just "happen". Choose which of the best practices and "fundraisers" you will employ and prepare for them. Schedule United Way presentations in advance and plan the publicity efforts that will surround your campaign. Your campaign manager is available for both in-person and virtual meetings.

## 4. COMMUNICATE YEAR-ROUND

Communicating with employees throughout the year will keep them involved, help them understand how their dollars are making a difference and demonstrate your organization's commitment to United Way. Below are best practices and ideas shared by campaign coordinators from a wide variety of organizations.

### **Incentives:**

Create campaign incentives that require monthly attention, like a parking space raffle.,

### **Volunteer Opportunities:**

Hold year-round onsite volunteer opportunities for your employees to engage in our work. You can include volunteering with your staff meetings, individual department meetings, training sessions, etc. United Way also offers individual volunteer opportunities working with a network of other nonprofits and youth volunteer opportunities to get our future workforce involved in the community. For more information, contact your campaign managers - James Edrington at [jedrington@uwcr.org](mailto:jedrington@uwcr.org) or 717.724.4065 or Ashton Burno at [aburno@uwcr.org](mailto:aburno@uwcr.org) or 717.724.4063.

### **Share United Way Success Stories:**

Success stories have some of the best affect on donors. Share success stories from United Way's program participants through videos and flyers.

### **"Signature Event:"**

Generate enthusiasm and interest with a special event held "off" campaign time, such as onsite volunteer activities, Day of Caring, Stuff the Bus, donor group events, etc.).

## 5. INCREASE PARTICIPATION

- Provide United Way presentations in every department.
- Ask for personal testimony from employee(s).
- Gather CEO endorsement letter/video and attendance at meetings.
- Show United Way videos through email.
- Offer incentives.
- Establish friendly inter-department competitions.
- Incorporate United Way materials into your new employee orientation packet. Allow new hires to complete a pledge form as they sign on.
- Organize employee volunteer opportunities.
- If applicable in your organization, engage all union members.
- E-mail consistently throughout your campaign highlighting the impact of United Way.
- Promote year-round communication.

## 6. INCREASE THE AVERAGE GIFT

If the circumstances at your company are favorable based on the current environment, you may want to consider asking for an increase in the average gift.

- Encourage giving through payroll deduction.
- Encourage donors to increase their gift by 10% or \$1 a week over last year's pledge.
- Promote giving at the \$500 level to become involved in Bridges Society or WLN.
- Focus on leadership giving at the \$1,000 level.
- Promote United Way's raffle. Giving \$182 or more makes a donor eligible to enter.
- Encourage employees to volunteer through drives to collect books, health supplies, etc.
- Establish incentive levels.
- Provide impact statements. (*Available at [uwcr.org](http://uwcr.org).)*

## 7. UTILIZE CAMPAIGN INCENTIVE

### General Ideas:

- Tiered incentive program.
- Campaign merchandise from the United Way store ([www.unitedwaystore.org](http://www.unitedwaystore.org)).
- Tie incentives to payroll deduction.
- Time off.
- Company match.
- VIP Parking spaces.
- Hats, t-shirts, sweatshirts and other company gear.
- Department challenges - award winner with pizza party.
- Car washes by management staff.
- Casual dress days.
- Remote workday.

### Ideas for Incentives Based on Increasing Weekly Pledge \$2, \$4 or \$5

- Company promotional items, such as apparel.
- Offer an extended lunch break.
- Allow employees to leave work a little early or start work a little late.
- Gift certificates for landscaping or snow removal business.
- VIP parking at work for a designated timeframe.
- Free breakfast or lunch for a week at company eatery.
- Extra paid vacation day.
- Remote workday.

### Incentive Ideas for Returning Pledge Form

- Early bird internal raffle tickets for submitting pledge form by a certain date.
- Instant lottery ticket.

## 8. INVITE OTHERS TO JOIN YOUR CAUSE

- Get vendors, clients and customers involved. 88% of Americans WANT companies to tell them the ways in which they are supporting their favorite causes. Use these stats to your advantage and ask for the support of those you do business with too!

## 9. RUN A RETIREE CAMPAIGN

- Host a separate retiree meeting with United Way and offer incentives to attendees.
- Recruit a retiree to coordinate the effort and ask him/her to serve on your committee.
- Solicit through the mail - include endorsement letter, personalized pledge form and a stamped return envelope.

## 10. PROMOTE LEADERSHIP GIVING

Did you know individuals and couples giving \$1,000 or more to United Way are the fastest growing segment of our annual campaign? Leadership giving allows your employees to make a greater impact on the lives of people throughout the Capital Region and sets your organization apart as a leader in our community.

### Conducting a Leadership Campaign Is Easy!

- Gain Leadership support.
- Identify a leadership giving champion (ask a senior manager to lead the effort).
- Identify potential leadership donors within the company.
- Set goals.
- Develop strategies for success by contacting your campaign manager. Best practices include:
  - Hold a separate leadership solicitation before your company campaign begins.
  - Identify a key speaker. Ideally, the CEO should speak, endorse the campaign and invite each person to join him or her as a Leadership Donor. United Way can provide speakers to partner with the CEO presentation.
  - Meet with prospects individually to thank them for their past gifts, invite them to make a new or increased gift, answer questions, and reinforce the value of their support.
  - Follow up with prospects.
  - Create special incentives.
  - Utilize United Way resources: leadership giving pledge forms, sample letters and customized materials.
  - Share results.
- Thank donors with personalized letters from the CEO or other special effort.

## 11. PROMOTE DONOR (AFFINITY) GROUP WORKPLACE PROGRAMS

By offering ways to GIVE, ADVOCATE and VOLUNTEER, United Way of the Capital Region is uniquely positioned to provide rewarding philanthropic experiences.

### How will Your Company Benefit?

- Recognition among a network of hundreds of members from area organizations.
- Opportunity to engage employees with the community.
- Team building and leadership experience for participants.
- Education about local issues for members.



## Levels of Giving

Ideally, ask the employee how many checks/deductions their donation would come from, so that you can say exactly what people could give per week to get to the various giving levels.

- Tocqueville Society - \$10,000 or more.
- Leadership Gift - \$1,000 or more.
- Bridges Society and Women's Leadership Network- \$500 or more.
  - Donors aged 22-30 can join Bridges Society for \$250.
- Campaign Raffle Entry - \$182 or more.
- Designations – In addition to supporting United Way, donors can designate to any qualified 501(c)(3).

### 12. FOLLOW UP

- Send campaign ending soon email to remind individuals that haven't given yet, that they still have an opportunity to give.
- Announce how close to the fundraising and participation goal your company is and promote a push to achieve the goal. Create excitement around the goal.

### 13. REPORT RESULTS

- Communicate your campaign results to your entire organization.
- Make sure all payroll deduction forms are signed and turned in to your payroll department. If you are using an online platform, remind everyone to make their gift.
- Summarize all campaign information on the report envelope. Enclose cash, checks, and copies of all pledge forms. Be sure we have enough information to recognize your employees for leadership giving.
- Call your campaign manager to pick up your report envelope.

### 14. SAY "THANK YOU"

Saying "thank you" may be the most important element in maintaining the long-term support you've worked so hard to achieve. While United Way has several ways to thank donors, we would like your help to thank donors internally for their participation. Just a small token of appreciation is often enough to convey the message. Here are some ideas:

- Hold a special employee meeting to announce and celebrate your results, ask your leadership to send a letter to all givers, and blanket bulletin boards, lunchroom and employee communications with messages of appreciation.

Thank your internal campaign team members with a special meeting, individual thank you notes or a special note from your leadership.



## United Way of the Capital Region 2023 “Best Of” Awards

United Way of the Capital Region recognizes the hard work, creativity, and team spirit that takes place during a workplace campaign. Through the *Best Of” Awards*, we honor campaign coordinators, teams, and companies.

### **New This Year!**

#### **Brackets:**

- Companies in like industries will share a bracket for “Best Of” bragging rights.

#### **Nomination Form:**

- Forms are tailored for your company with easy check and example boxes to streamline the nomination process. Watch for more information from your campaign manager.

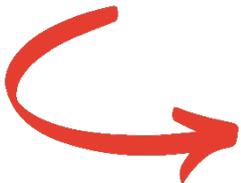
#### **Let’s Talk Prizes & Recognition:**

##### ***Along with bragging rights, winning companies will receive:***

- “Best Of” digital and paper certificates.
- Acknowledgement in the *Central Penn Business Journal*.
- Individual *Company Spotlight* posts on United Way of the Capital Region’s website, LinkedIn, and Facebook pages.
- A customized icon to display on your website and/or social media account showing that you are a United Way of the Capital Region “Best Of” Winner!
- Winners will also be announced at our End of Campaign Celebration as well as the Campaign Coordinator “Thank You” Luncheon.

#### **And The Categories Are....**

- Outstanding Engagement
- Best Special Event
- All coordinators that led a workplace campaign will receive an individual Spotlight Award to recognize their exceptional dedication to LIVING UNITED.



#### **Submissions**

Send submissions to Caitlin Thomas at [cthomas@uwcr.org](mailto:cthomas@uwcr.org) 2 weeks after the end of your campaign. Questions? Contact James Edrington at [jedrington@uwcr.org](mailto:jedrington@uwcr.org) or Ashton Burno at [aburno@uwcr.org](mailto:aburno@uwcr.org).

## SERVICE PROVIDERS

**YOUR GIFT TO UNITED WAY OF THE CAPITAL REGION SUPPORTS THE FOLLOWING SERVICE PROVIDERS IN THE AREAS OF ACCESS TO HEALTH CARE, BASIC NEEDS, SCHOOL READINESS AND WORKFORCE DEVELOPMENT.\***

- American Red Cross Central PA
- Beacon Clinic for Health and Hope
- Bethesda Mission
- Capital Area Intermediate Unit
- Carlisle Cares
- Catholic Charities of the Diocese of Harrisburg, PA, Inc.
- Center for Community Building, Inc.
- Center for Employment Opportunities, Inc.
- Central Pennsylvania Food Bank
- Christian Churches United of the Tri-County Area
- Commonwealth Clinical Group
- Communication Essentials, LLC
- Community Check-Up Center of South Harrisburg, Inc.
- CONTACT Helpline, Inc.
- Contact to Care Initiative
- CyraCom Language Solutions
- Domestic Violence Services of Cumberland and Perry Counties
- Downtown Daily Bread
- Family Promise of Harrisburg Capital Region
- Goodwill Keystone Area
- Hamilton Health Center, Inc.
- Harrisburg Area YMCA
- The Health Ministries of Christ Lutheran Church's Dental Clinic
- Hope Within Ministries
- International Service Center
- Jewish Family Service of Greater Harrisburg, Inc.
- Jewish Federation of Greater Harrisburg
- Joshi Health Foundation
- Keystone Human Services
- Latino Hispanic American Community Center (LHACC)
- MidPenn Legal Services, Inc.
- Money in Your Pocket
- New Hope Ministries, Inc.
- Penn State Health Holy Spirit Medical Outreach at Christ Lutheran Church
- Pennsylvania Wounded Warriors, Inc.
- Perry County Literacy Council
- Perry Human Services
- Ponessa Behavioral Health
- Rabbit Transit
- Ready for School, Ready to Succeed Initiative
- Road to Success Initiative
- Sadler Health Center
- Safe Harbour, Inc.
- The Salvation Army Harrisburg Capital City Region
- Shalom House
- South Central PAWorks
- Suits to Careers, Inc.
- Tri-County OIC
- UPMC Kline Health Center
- Upper Dauphin Human Services Center, Inc.
- Vision Resources of Central Pennsylvania
- YWCA Carlisle

*\*As of July 1, 2023*