



UNITED WAY OF THE CAPITAL REGION CAMPAIGN COORDINATOR GUIDE

LIVE UNITED

COORDINATORS MATTER

Being an Employee Campaign Coordinator is crucial to the success of United Way. Without you, we could not fund the programs that provide needed services in our community. Thank you!

Being a coordinator means spending time distributing materials, organizing events and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits:

- Become more connected to the people in your company.
- Strengthen relationships with your co-workers.
- Demonstrate your leadership skills.
- Network with others in the community through United Way training and events.
- Have fun!

Whether this is your first time as a coordinator or you have coordinated your campaign multiple times, this guidebook will help you get the most out of your campaign.

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WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO?

Position Description: Employee Campaign Coordinator

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

Key Responsibilities:

- Attend United Way coordinator training.
- Work closely with your CEO and United Way staff member,
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Request speakers and materials from United Way.
- Coordinate the distribution and collection of campaign materials.
- Coordinate your company's kickoff and recognition events.
- Promote the campaign throughout your company.
- Encourage leadership giving in your campaign.
- Encourage giving of time, talent and resources among your co-workers.
- Educate your co-workers about United Way.
- Attend the United Way kickoff and celebration event. Invite your co-workers.
- Make your company campaign fun!
- Complete your report envelope and send it with pledge forms to United Way.
- Thank your donors and volunteers.
- Check out United Way's website for tools to help you in your role at <https://www.uwcr.org/give/tools-for-workplace-giving>
- Invite everyone to give. Set an example by making a gift yourself.



1. BECOME AN INFORMED CHAMPION

The more you know about United Way, the more impassioned you will become and the more credible you become with co-workers.

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.

Our Work

Goal: Address the root causes of the most pressing issues facing our region.

- Launched pilot projects last fall in access to health care, school readiness and workforce development. Projects:
 - Connect individuals to support services to overcome barriers.
 - Are scalable to serve people in rural, suburban and urban areas.
 - Bring together new and different partners.
- Continue to support basic needs in urgent situations – clothing, food and shelter.
- Serve as a community fundraiser.

Access to Health Care (Contact to Care)

Goal: Improve health of individuals. Decrease use of ERs for non-urgent situations.

- Connect individuals with medical insurance. Focus on those who don't think they are eligible and/or are overwhelmed with the process.
 - Connect individuals with insurance to a primary medical home.
 - Track key health indicators. Measure emergency room usage.
- Connect individuals not eligible for insurance to free clinics and support services

School Readiness (Ready for School, Ready to Succeed)

Goal: Prepare children for kindergarten. Improve reading by third grade.

- Work through the lens of the school on kindergarten readiness.
- Connect families to affordable established preschools.
- Hold education workshops for children not in preschool. Engage families.
 - Track school readiness of children. Measure academic growth.
 - Improve reading proficiency by third grade and PSSA scores.
- Connect families to support services.

Workforce Development

Goal: Move individuals out of poverty by helping them obtain jobs to earn a living wage.

- Help identify un- and underemployed individuals who want a job with advancement.
- Connect individuals with a mentor to work on soft skills and training.
- Place individuals with participating employers. Continue mentorship.

Basic Needs

Goal: Provide basic needs services – clothing, food and shelter – in urgent situations.

- Food insecurity – food pantries and hot meals.
- Domestic violence shelters and legal assistance.
- Homeless shelters and transitional housing.
- Emergency services - Food, medications, rent assistance, transportation and utility bills.
- Information, referrals and case management – 211, interpretation services and counseling.

10 STEPS TO SUCCESS

2. INVOLVE YOUR CEO

Participation of upper management is essential for a successful campaign. We already have their support, or we wouldn't be conducting a campaign. So let's leverage that support in ways that can boost the credibility and importance of our effort.

- Ask them to approve the creation of a campaign committee.
- If possible, ask for a corporate gift or match of employee giving to add to your campaign total.
- Consider sponsoring a United Way event.
- Ask them to personally endorse the campaign during your presentations or with a letter to associates (see examples).
- Ask them to approve incentives or activities that can be used during the campaign.

Sample Letter: Campaign Kickoff letter from the CEO

Dear *(EMPLOYEE NAME)*:

During the coming weeks, *(WE OR COMPANY NAME)* will conduct our annual fundraising campaign to support United Way of the Capital Region and our community. By making a gift to United Way, you change lives and touch thousands of people in Dauphin, Cumberland and Perry counties. I wholeheartedly endorse the campaign.

Last fall, United Way and its community partners launched three pilot projects in access to health care, school readiness and workforce development. The projects are making a difference in the lives of our friends and neighbors. As the same time, the organization continues to support basic needs services to ensure individuals and families have a place to turn to in urgent situations.

As a community, we have a chance to help change our community when we raise our hands and support United Way. I believe that when we each do our part, we can make the Capital Region a better place to live, work and raise families. This is how we improve our community. This is how we LIVE UNITED.

Please consider a gift to United Way. It's a gift that will help change lives.

3. FORM A CAMPAIGN COMMITTEE

Don't feel like you have to "go it alone." In fact, the larger your workplace, the more important it is to recruit some help. 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 people with United Way experience, if at all possible.
- Find people who are well-liked and respected by co-workers.
- If employees at your workplace are members of a union, make sure that you invite representatives from the union to serve on your committee and help plan your campaign.

4. DEVELOP A PLAN

Be Prepared

Develop a plan of action that ensures all co-workers are educated about what United Way does and are asked to give. The plan should include obtainable goals for your workplace to achieve and to measure the success of your efforts.

- **Understand Your Untapped Potential**

Work with United Way staff person to determine areas where improvement is possible in your workplace campaign.

- **Set a Participation Goal**

To ensure that co-workers do not feel pressured, it is not recommended to set a participation goal above 80 percent. 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 Percent Ask**

Make sure that everyone receives a pledge form. The most effective way is through distribution of pledge forms and brochures during United Way presentations at staff meetings. Contact your United Way staff person to have your pledge form personalized.

- **Set a Goal of 100 Percent Pledge Form Collection**

This ensures that everyone has at least CONSIDERED a gift to United Way and made a decision. It does not mean that they should be forced to give. Set a deadline for forms to be returned and ensure that all pledge forms, even if not filled out, are collected.

- **Establish Campaign Dates and Develop a Realistic Plan to Achieve Your Goals**

While the period of direct solicitation within your workplace should typically take two weeks for solicitation and two weeks for follow up, the campaign doesn't just "happen." Choose which of the best practices and "funraisers" you will employ and prepare for them. Schedule United Way presentations in advance and plan the publicity efforts that will surround your campaign.



We have included an example of a campaign timeline on the next page to help you get started.

Campaign Timeline

8 - 6 WEEKS BEFORE KICKOFF

- Meet with and obtain CEO commitment for your upcoming campaign. Schedule campaign dates on your CEO's calendar. Limit your actual campaign to two weeks or one payroll period.
- Obtain pledge forms. Provide details to United Way if you would like personalized forms.
- Solicit incentive items.

6 - 4 WEEKS BEFORE KICKOFF

- Establish a campaign committee representative for each department within your company.
- Contact a United Way representative and discuss ways he/she can help, request campaign materials.
- Schedule company meetings.

4 - 3 WEEKS BEFORE KICKOFF

- Ask your CEO to issue a letter to employees announcing campaign dates and details.
- Notify all department supervisors of campaign dates and ask for their support in having employees attend campaign meetings.
- Review previous year's campaign and decide what ideas to repeat and which to re-evaluate.
- Establish a campaign timeline so everyone is on the same page.

2 -1 WEEKS BEFORE KICKOFF

- Hold company Leadership Giving and supervisor meetings prior to employee meeting.
- Work with United Way to arrange United Way speakers.
- Promote the campaign by hanging posters on bulletin boards, issuing e-mails and distributing flyers. Include a campaign stuffer with one or two paychecks or employee mailings leading up to the campaign.
- Publish information about the upcoming campaign and incentives in company newsletter.
- Post a friendly e-mail message to everyone alerting them to the upcoming campaign.
- Purchase/order refreshments in preparation for your kickoff.

WEEK OF CAMPAIGN KICKOFF

- Hold an organization-wide event to build enthusiasm and start the campaign.
- Distribute personalized pledge forms and promote 100 percent card return.
- Post campaign tracking charts and update them daily.
- Make sure to follow-up with past contributors who have not yet responded.
- Schedule company activities to promote awareness and excitement of campaign.
- Display your support and excitement of the campaign by the committee wearing United Way or LIVE UNITED T-shirts.

1- 2 WEEK(S) POST CAMPAIGN

- Tally final campaign results.
- Ensure that all pledge forms have employee signatures.
- Meet with your CEO and report results.
- Announce final report to employees and thank them for their support.
- Conduct final meeting with campaign committee and choose a chairperson for next year.
- Checking all pledge forms making sure that any write-ins include a federal tax ID number.

5. THE ESSENTIAL CAMPAIGN SUPPLIES

Need some information fast? How about a brochure, one-pager, success story or other resources to help you manage your campaign?

Visit <https://www.uwcr.org/give/tools-for-workplace-giving> or contact your United Way staff person to find these materials and more.

Campaign materials for your employee workplace including pledge forms, brochures, video and flyers.

Brochures give you a brief description of United Way's work and ways to give.

Resources to assist you in responding to frequently asked question.

The **“We Have a Story to Tell” piece provides** information on United Way's strategic work to improve life in the community as well as the import programs and services the organization helps support every day.

“Fun”raiser ideas offer creative ideas for campaign fundraiser.

Fun Stuff

These are just some of the supplies available to help you promote your campaign. For a complete list check out www.unitedwaystore.com.



Live United T-Shirt



Live United Bracelet



United Way Phone Case



United Way Chapstick



Live United Stickers

6. HOLD EMPLOYEE MEETINGS

Ask and You Shall Receive

Do you know the number one reason why people say they don't give to United Way? It's because they weren't ASKED TO GIVE!

That's why our job as campaign coordinators is to ensure that EVERY person in the workplace is formally asked to give. So how can we plan to ask each individual associate and do it effectively?

- Think first about how effective your "point-of-contact," moment is going to be. The instant each person receives their pledge form. In most instances, a person will make the decision to give or not within 10 seconds of receiving that pledge form. How inspired will they be to give at that exact moment?
- People give to people. The most effective "asks" include an education piece along with the human element, the personal touch of a face-to-face plea. At the very least, include a story, an e-mail, or a letter explaining why their gift is needed.
- Ask for a completed pledge form from every co-worker. Whether they give or not, if they fill out the form, we know they've been presented with the information and have made a conscious decision to participate.
- Asking for a completed pledge form from every co-worker is not pressuring anyone to give. It is simply ensuring that we, as coordinators, did our job of making the opportunity available to everyone.

Let Us Do It For You!

- Find the time to schedule a 15-minute United Way presentation. These could occur during already scheduled staff meetings.
- We can do presentations for as few as five people or as many as 2,000.
- Presentations can include the following elements:
 - New messaging about United Way's strategic work in our community
 - A PowerPoint presentation
 - Viewing our campaign video
- The advantages of holding a group meeting:
 - Our statistics show that workplaces that invite United Way in to do a formal presentation for staff members consistently raise more money than those that do not.
 - The positive spirit and educational approach of the group meeting fosters a greater spirit of giving in a greater number of people.
 - The United Way message is presented in a consistent manner to the workforce.

See a sample script on the next page.

2018 CAMPAIGN MESSAGING AND TOOLS

Step 1 – “Campaign in a Box”

Speech

Last fall, United Way of the Capital Region and our community launched three new pilot projects in access to health care, school readiness and workforce development, while continuing to support basic needs services.

The projects address the root causes of the most pressing local issues. By doing this, we are changing conditions for people who want a better life, but don't know how to make it happen. As we shift our focus to these projects, we continue to support the work of our program partners this year.

Access to Health Care

In November, we launched **Contact to Care**, our access to health care pilot project, beginning in the City of Harrisburg. Four community health workers are employed by Hamilton Health Center and support UPMC Pinnacle's Kline Health Center and local clinics.

Community health workers help connect individuals without health insurance to care. This includes helping them navigate the health care system, overcome barriers to care - like transportation and language - and connect with a primary medical home of their choosing.

To date, community health workers have helped:

- 164 individuals secure medical insurance and a primary medical home. Out of those 164 individuals, 160 were assisted in securing medical insurance.
- 538 individuals connect with support services like food pantries and free medical clinics.

This year, the pilot project will grow to include dental, vision and mental health and substance abuse programs. By 2020, we hope to expand the program to Perry County.

School Readiness

When it comes to education, we're focusing on school readiness because it's the best chance to “level the playing field” for at-risk children. Last September, we launched **Ready for School, Ready to Succeed** to help prepare children to enter kindergarten.

Three education liaisons are employed by the Capital Area Intermediate Unit. Each liaison works with a partner school to include Foose Elementary School in Harrisburg, Kindergarten Academy in Mechanicsburg and Newport Elementary School.

Liaisons engage children and families with educational workshops, and connect families to affordable pre-schools when available. Through the workshops, children learn academic and social skills for school. Family members learn how to continue these lessons at home.

Since September, liaisons have:

- Held 73 workshops for 681 children and family members.
 - 48 workshops serving 436 individuals at Kindergarten Academy and Newport Elementary School.
 - 25 workshops serving 245 individuals at Foose Elementary School (serving individuals throughout Harrisburg).
- Enrolled 58 children in high-quality, affordable preschool.

This fall, we will add more partner schools to serve more children and families.

Workforce Development

The workforce development pilot project helps the un- and underemployed obtain jobs where they earn a living wage, which means a wage that can support a family. The project includes partners like South Central PA Works to help individuals secure and maintain employment with organizations like Hershey Entertainment & Resorts Company and Messiah Lifeways.

What makes this unique is it's been developed through the lens of the employer and focuses on guiding an individual through the first year of work, as well as advancements in the workplace. Our goal is to help move families out of poverty. This project got off to a slower start than the others. Currently, we are enhancing our partnerships to include one-on-one counseling services to help more individuals become and stay employed.

Basic Needs

When it comes to basic needs, we are committed to ensuring individuals and families have access to resources in urgent situations. This includes food, shelter and clothing.

Support Services

We understand support services are necessary in these areas. That's why United Way is taking the lead to make these connections happen. From transportation to child care, support services can be the "one-thing" that helps someone stay on track.

Cornerstone Partners

Thanks to our generous Cornerstone Partners, 98.5 percent of the money we raise and distribute in our Capital Region campaign is directed to local programs and services.

Game-Changer

It is an exciting time to be involved in United Way because we are starting to change the game for people who need a path to move forward. The projects will do more than help people succeed; they will improve life in our community.

Ask

Today, I ask you to:

- Give to United Way through your workplace campaign. You have many options. You can:
 - Support all of United Way's work including our program partners through a general gift to the Community Impact Fund.
 - Directly support one or all of the pilot projects or basic needs.
- Advocate – Champion this cause. Share this information with your coworkers and friends.
- Volunteer - Engage in the many volunteer opportunities we offer. Thank you.

Step 2 – ENGAGEMENT ACTIVITIES

- Puzzles – New this year! We've created puzzles to highlight our work in access to health care, school readiness, workforce development and basic needs. These are perfect for a small group.
- Hand-Raisers Series – Ask members of your organization why they give and volunteer. Feature them as "hand-raisers" in electronic and print communications materials. See sample of Katie Modi from Penn National Insurance. United Way is eager to help you with this project. Send a photo of your "hand-raiser" and we will create this image for you. Simply e-mail Jen Daniels at jdaniels@uwcr.org.
- "Hand-Raiser" Selfie Station – Borrow United Way's "hand-raiser" selfie station with selfie frame and fun props around health, education, income and basic needs. Share photos on Facebook and with your coworkers.

- Interactive Poster – How is your organization improving the community? Write your message on this poster and display in your workplace.
- “Why I Raise My Hand” – Create the outline of hands raised from black poster board and ask your workers to write why they raise their hands for United Way.

Step 3 – MAKE THE ASK & DETAILS ABOUT YOUR INTERNAL CAMPAIGN

Distribute Brochure and Pledge Forms

United Way staff/lead volunteer explains the process of filling out the pledge forms, including details on:



- Giving levels
- Goals
- Deadlines
- Internal incentives
- Internal fundraisers

Access to health care
 School readiness
 Workforce development
 Basic needs

Want to learn the details about United Way’s new work in the community? Contact United Way today to arrange for a guest speaker.

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.

- Leadership Gift - \$1,000 or more
- Bridges Society - \$500 or more
- Women’s Leadership Network - \$500 or more
- LINC - \$250 or more to United Way’s Community Impact Fund or pilot projects
- Fair Share - One hour’s pay per month
- Campaign Raffle Entry - \$182 or more
- Designations - Briefly explain that donors could designate their gift if they so choose. They can designate by impact area, specific Program Partner, or other United Way.

Collection of Pledge Forms

Workplace campaign champion explains details for how/when employees should turn in their forms. **THANK EMPLOYEES!**

Campaign Report Envelope

Please complete the reporting envelope each time you submit pledges and cash/check.

Here is a quick reference for completing the report envelope. If you have additional questions, call your United Way staff member.



Acct. #: _____

Company: _____

Address: _____

Phone: _____

Check if enclosed:

Gifts over \$10,000

Gifts over \$1,000

Designations

Women's Leadership Network

Bridges Society

LINC


Union Members

Cornerstone Partner

Paid Direct

Third Party Processor: _____

Session #: _____
(For UWCR use only)



United Way of the Capital Region
 2235 Millennium Way
 Enola, PA 17025
 Phone: 717.732.0700
 Fax: 717.732.5100

Campaign/Year: _____
(For UWCR use only)

REPORT ENVELOPE

Please include only amounts enclosed in this envelope. If you give more than one report **DO NOT** add totals from previous reports. — *Thank You.*

	Total Contributions (\$)	Total Cash/Checks Enclosed (\$)
Corporate Contribution		
Special Events Fundraising Event/Activity		

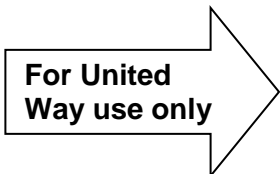
	# of Givers	Total Contributions (\$)	Total Cash/Checks Enclosed (\$)
Employee Cash/Check <small>(Please enclose pledge forms.)</small>			
Employee Payroll Deduction <small>(Please enclose pledge forms.)</small>			X
Employee Credit Card <small>(Please enclose pledge forms.)</small>			X
Employee Bill Direct/Stock <small>(Please enclose pledge forms.)</small>			X
TOTAL EMPLOYEE GIVING			

_____ Partial _____ Final

Campaign Coordinator Signature: _____ Date: _____

UNITED WAY – AUDIT USE ONLY

	#	\$ PLEDGED	\$ PAID	
Payroll Deductions: _____				Audited By: _____
Bill Directs: _____				Date: _____
Special Events: _____				Detail Entered by: _____
Corporate: _____				Date: _____
Company Total: _____				



“CAMPAIGN IN A BOX” RESOURCES AND TOOLS

Resources and activities will be available in late July!

7. BEST PRACTICES

Don't reinvent the wheel! The ideas, incentives and best practices on the following pages have been used in most companies running successful United Way campaigns.

Communicate Year-Round

Don't wait for the annual campaign to start talking about United Way! 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 (i.e. a parking space raffle or a "United Way Supporter of the Month" Club).

Thank employees "off" campaign time:

Don't forget to provide an example of what their contributions mean to the community. Use a short success story or provide outcome measurements that match employees' interests (United Way staff will be happy to provide this information to you).

United Way newsletters, website and Facebook:

Distribute the United Way newsletter and website information (uwcr.org) through e-mail or post on bulletin boards. Ask a United Way staff member for this information.

Stay up-to-date on United Way and join the conversation by "liking" our Facebook page at: www.facebook.com/UnitedWayoftheCapitalRegion/.

You can also follow us on Twitter @UnitedWayCapReg.

As a Campaign Coordinator, please join our Campaign Coordinator Facebook Group at www.facebook.com/groups/uwcrcoordinators

Issues of the Month:

Create interest through efforts such as Issues of the Month and display facts about how United Way is making a difference in our community in lunchrooms or breakrooms.

Volunteer opportunities:

Post volunteer opportunities on bulletin boards or distribute through e-mail. Post a link to United Way of the Capital Region's website on your company intranet or encourage employees to log on and search for opportunities by visiting uwcr.org and clicking on Volunteer.

Share United Way success stories:

Success stories have the most impact when they are shared by someone we know. Ask your employees to share their success stories or personal testimonies with their co-workers.

Don't do it alone:

Form a committee to help you create and execute a year-round communication plan.

"Signature Event:"

Generate enthusiasm and interest with a special event held "off" campaign time.

Partner on a volunteer project:

Join with another company to complete a volunteer project. Take pictures and share the experience with others.

Promote Employee Attendance at Campaign Meetings

- CEO invitation
- Food or bag lunch
- Door prizes and games for those who attend
- Promote 100 percent employee attendance – “you are scheduled to attend....”
- Focus on 100 percent solicitation, not 100 percent participation
- Incorporate United Way presentation into existing meetings

Increase Participation

- Food always draws a crowd. Provide refreshments at the United Way presentation.
- United Way presentation in every department.
- Personal testimony from employee(s).
- CEO endorsement letter.
- CEO endorsement at all meetings.
- Show the United Way video at meetings.
- Use 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. Contact Heidi Neuhaus at The Volunteer Center for ideas. *(Contact info at the end of this guide.)*
- Expand your United Way committee.
- Have a “funraiser” to supplement your payroll deduction pledges. *(See Pages 24-27 for ideas.)*
- Union partnership.
- E-mail consistently throughout your campaign highlighting the impact of their United Way gifts.
- Post United Way announcements and stories on bulletin boards, in employee publications, staff lounges, elevators, microwave, bathroom stalls, etc.
- Payroll stuffers prior to campaign.
- Voice mail message to all employees.
- Send written thank-you note to each employee.
- Promote year-round communication.

Increase the Average Gift:

- Hold a formal United Way presentation.
- Promote a standard of giving (give one hour of pay/month, 15 minutes of pay/week, percent of annual salary).
- Encourage giving through payroll deduction.
- Encourage donors to increase their gift by 10 percent or \$1 a week over last year’s pledge.
- Promote giving at the \$500 level to become involved in Women’s Leadership Network or Bridges Society. *(See page 21 for more information.)*
- Focus on leadership giving at the \$1,000 level. *(See page 22 for more information.)*
- Promote the United Way raffle. Giving \$182 or more makes a donor eligible to enter the raffle.
- Encourage employees to volunteer.
- Establish incentive levels.
- Personalize pledge forms and show last year’s pledge amount on the form.
- Provide impact statements. *(Available at uwcr.org.)*

Campaign Incentive Ideas

General Ideas:

- Tiered incentive program
- Campaign merchandise from United Way (Log on to www.unitedwaystore.org to order.)
- Tie incentives to payroll deduction
- Time off
- Company match
- Parking spaces
- Tickets to sporting events
- Hats, t-shirts, sweatshirts and other company gear
- Ask vendors to provide incentives (See next page for a sample letter.)
- Department challenges - award winner with pizza party
- Car washes by management staff
- Establish a higher incentive level than the United Way
- Ask employees to donate incentives
- Casual dress days

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

- Company promotional items, such as apparel
- Offer an extended lunch break
- "Flee at 3": allow employees to leave work a little early
- "Sleep-in pass": allow employees to come into 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

Incentive Ideas for Returning Pledge Form

- Early bird raffle tickets for submitting pledge form by a certain date
- Instant lottery ticket
- Seed packets, such as "forget-me-nots" to thank employees for not forgetting about the importance of strengthening our community and supporting United Way

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 campaign committee
- Solicit through the mail - include endorsement letter, personalized pledge form and a stamped return envelope
- Communicate year-round - host agency and volunteer fairs once a year, highlighting those of interest to retirees

Invite Others to Join Your Cause

- Get vendors, clients and customers involved.
 - 88 percent of Americans WANT companies to tell them the ways in which they are supporting their favorite causes.
 - Studies also show that people are more likely to shop in a store or invest in a company that supports United Way.
 - Use these stats to your advantage and ask for the support of those you do business with too!
- Invite others to your "fun"raisers.
 - If you are having a cookout, a bakes sale, a cornhole tournament or some other event for United Way, why not open it to others beyond your workplace? Invite your customers, vendors, or neighboring workplaces.

Sample Letter: Vendor Letter (*Request for Donated Items as Incentives*)

Dear (*NAME*):

At (*COMPANY*) we want to partner with United Way of the Capital Region to improve lives in Dauphin, Cumberland and Perry counties.

As part of our campaign, we are planning several special events for our employees, complete with door prizes and incentive gifts. Specifically, we are planning a (*TYPE OF EVENT*). Would you consider donating (*ITEM*) to help our event? Our employees would enjoy having a (*ITEM*) and this prize would create excitement and fun for those participating. It also would go a long way in helping us reach our United Way campaign goal of (*GOAL*).

If you can provide (*ITEM*), I will need to have it in hand by (*DATE*), as our event is (*DATE*). Any additional merchandise you might wish to donate would be most appreciated!

Thank you for your consideration of my request. I look forward to hearing from you.

Sincerely,
Campaign Coordinator

Promote Leadership Giving

Did you know that individuals and couples giving \$1,000 or more to United Way each year have become the fastest growing segment of United Way's annual campaign? As an integral part of your workplace giving program, 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 CEO support
- Identify a leadership giving coordinator and/or 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
 - 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 personally 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 thank you letters from the CEO, a luncheon or other special effort.

Promote 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.

Women's Leadership Network (WLN)

Workplace programs revolve around getting women together to learn more about United Way of the Capital Region and WLN. Women learn how they can make a difference in our community by GIVING, ADVOCATING and VOLUNTEERING through United Way's WLN.

Bridges Society

Your company's current and prospective Bridges members gather to learn more about how they can help improve lives in our community by GIVING, ADVOCATING and VOLUNTEERING through United Way's Bridges Society.

United Way LINC (Lead. Impact. Network. Change.)

LINC is United Way of the Capital Region's newest donor network. LINC is exclusive to individuals age 30 and under who donate \$250 or more to United Way of the Capital Region's Community Impact Fund. It delivers exclusive events that feature fun and unique volunteer opportunities.

How will Your Company Benefit?

- Recognition among a network of hundreds of members from more than 100 area organizations.
- Opportunity to engage employees with the community.
- Team building and leadership experience for participants.
- Education about local issues for members.

8. FOLLOW UP

- Ask every employee to return the pledge card whether they give or not.
- Have committee members follow up with those who attended meetings but did not return a pledge card.
- Designate a committee member to solicit anyone who did not attend a meeting.

9. REPORT RESULTS

- Communicate your campaign results to your entire organization as you move along.
- Collect all pledge forms. Make sure all payroll deduction forms are signed and turned in to your payroll department.
- 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 United Way representative or campaign associate to pick up your report envelope.
- Please try to have your efforts completed by December 7 so that we can better plan for allocations. To be eligible for the United Way raffle, please have all entry forms in by December 7, 2018.

10. 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 a number of ways in which we 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 the CEO to send a letter to all givers, and blanket bulletin boards, lunchroom and employee communications with messages of appreciation.
- Print half-sheet thank you messages on colored paper with the United Way logo and your thank you message. Post them on the cubicles of those who pledged, recognizing them for their generosity.
- Late afternoon reception with snacks for all those who gave.
- Thank your committee members with a special meeting, individual thank you notes or a special note from the CEO.



Sample Letter: Thank You Letter at Campaign’s Conclusion

Dear Employees:

On behalf of United Way of the Capital Region, I extend a heartfelt thanks to each of you for contributing to this community effort. Because of your involvement and support, this year we raised (\$_____) for United Way. That is a (___ PERCENT) gain over last year’s contributions. You really stepped up and delivered.

By donating a small portion of your earnings, you have made a huge impact. Your dollars will help our community move the needle in health, education, income and basic needs.

Thank you again for your donation and your continued community support. We will keep you posted on the United Way success stories that you helped create. Thank you.

“FUN”RAISER IDEAS

- **Casual for a Cause:** Participate in Causal for a Cause. Employees can pay \$3-5 to wear jeans and dress casually for the day. United Way has stickers you can hand out to employees – visit www.unitedwaystore.com to order.
- **CEO Challenge:** Ask your top executives to challenge the employees to reach a specific fundraising goal. Once the goal is reached, host an event where the CEO celebrates the success in a unique way – like shaving his/her head, working as receptionist for a half-day, cooking breakfast or washing cars for the department with the largest increase.
- **Casino Night:** What are the ingredients for a successful Casino Night? Excited employees, a few gaming tables and snacks! Have local businesses donate prizes for winners.
- **Go for the Gold!** Bring the Workplace Olympics to your office! Use everyday office items for the competition (like office chair races and wastepaper basketball) and be creative. Don't forget to give the winners medals (you can make them out of paper clips)!
- **Ready “Fore” Some Fun?** Set up a portable putting green. Employees buy chances to hit a hole-in-one. Those who make a hole-in-one are eligible for prizes.
- **Ice Cream Social:** Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.
- **Tailgate Party:** Create a sports theme party to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips, soda and play a game of flag football.
- **Waffle/Pancake Breakfast:** Sell tickets and have people sign-up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria. Don't forget bacon and sausage!
- **Door Decorating Contest:** Hold a door decorating contest to raise awareness of the United Way campaign. Employees can vote for their favorite by donating \$1. The winning decorators win a pizza party.
- **Penny Wars:** Start a competition with different floors in your office for a free breakfast. You may discover some fun-spirited cheating and late night penny bottle stuffing – with additional donations.
- **Chili Cook-Off Contest:** Employees cook their favorite recipe and enter it into a cook-off contest. A panel of “chili experts” selects the official chili champion. Talk to a hotel representative about donating a weekend stay at their hotel for the winner.
- **Employee Raffle:** Ask employees to contribute something special for a raffle prize: Employees make contribution using pledge forms. Employees turning in pledge forms early receive three raffle tickets. Employees turning in pledge forms after the “early” date, but before the campaign's final event, receive one raffle ticket. Employees who make a certain dollar pledge receive two additional raffle tickets.
- **Bingo:** Sell bingo cards for employees to purchase. Get local stores to donate prizes for all winners.
- **Silent Auction:** Gather gift items and create bid sheets, being certain to provide a minimum bid for each item. Put together a book that shows all items so that everyone is able to see the items available. Tap on employee's talents and resources for themed baskets.
- **Sports Team Day:** Have employee pay \$1 (your choice) to be able to wear their favorite sports team apparel.
- **Cornhole Tournament:** Charge an entry fee and set up brackets like the NCAA tournament.

For more “fun”raiser and event examples, check out our “Fun”Raiser Ideas guide at www.uwcr.org/give/tools-for-workplace-giving.

UNITED WAY OF THE CAPITAL REGION CAMPAIGN AWARDS

United Way of the Capital Region wants to recognize workplaces for their outstanding campaign efforts. United Way thanks these organizations for their outstanding support of our community.

Pillar Society – Companies and organizations donating combined employee and corporate gifts of \$100,000 or more.

Campaign Excellence – United Way of the Capital Region recognizes organizations that conduct outstanding campaigns. Awards are based on organization size and campaign performance, which includes per capita giving and participation.

Organizations can qualify in one of three ways:

- Reaching a set level of participation AND per capita giving for your organization's size.
- Achieving the percent participation increase for your organization's size.
- Achieving the per capita giving increase for your organization's size.

“Best of Awards” - The awards are designed to recognize the quality of the campaign, employee support, participation, and financial and non-financial contributions. The awards are intended to honor companies of all sizes. The number of your employees is not a direct measure of your commitment. Ask your United Way staff for a nomination form.

- **The Outstanding Campaign Coordinator/Team Award** – Recognizes a campaign team or individual coordinator who conducts an exceptional employee campaign, demonstrating excellent leadership, innovative ideas, admirable increases in employee participation and/or per employee giving, and follows the majority of recommended best practices. Award is presented to three companies, based on employee size.
- **Special Event Award** – Recognizes an organization that best engages employees with a fun and unique event. Companies will be judged on creativity and increased awareness of the campaign.
- **Best Video or Slide Show Award** – Recognizes an organization that creates and utilizes a video or slide show that showcases how their organization LIVES UNITED. Companies will be judged on creativity and increased awareness for the campaign. (***Video/slide show must be one minute or less.***)

Visit uwcr.org for additional information or to see last year's award winners.

PROGRAM PARTNERS

- American Red Cross Serving Central Pennsylvania
- The Arc of Cumberland and Perry Counties
- The ARC of Dauphin County
- Big Brothers Big Sisters of the Capital Region, Inc.
- Boy Scouts of America – New Birth of Freedom Council
- Boys & Girls Club of Harrisburg, Inc.
- Catholic Charities of the Diocese of Harrisburg, PA, Inc.
- Central Pennsylvania Food Bank
- Christian Churches United of the Tri-County Area
- CONTACT Helpline, Inc.
- Domestic Violence Services of Cumberland and Perry Counties
- Girl Scouts in the Heart of Pennsylvania
- Harrisburg Area YMCA
- Hope Within Community Health Center
- Hospice of Central Pennsylvania
- International Service Center
- Jewish Family Service of Greater Harrisburg, Inc.
- Jewish Federation of Greater Harrisburg
- Joshua Group
- Keystone Autism Services
- Keystone Service Systems, Inc.
- Latino Hispanic American Community Center (LHACC)
- Mid-Penn Legal Services, Inc.
- Neighborhood Center of the United Methodist Church, Inc.
- New Hope Ministries, Inc.
- Perry Human Services
- Pressley Ridge
- RSVP of the Capital Region, Inc.
- The Salvation Army Harrisburg Capital City Region
- The Salvation Army Harrisburg Service Extension Department
- Shalom House
- UCP Central PA
- Upper Dauphin Human Services Center, Inc.
- Vision Resources of Central Pennsylvania
- YWCA Carlisle
- YWCA of Greater Harrisburg

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WE'RE HERE FOR YOU!

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Upcoming Events

- Day of Caring - September 7, 2018
- Coordinator "Best of Awards" Nominations Due - December 7, 2018
- Campaign Wrap Up/Raffle Cards Due to United Way - December 7, 2018