



United Way of
Thurston County

UNITED WAY CAMPAIGN

Toolkit For 2017-2018

Success





**United Way of
Thurston County**

Dear Employee Campaign Coordinator,

Thank you for leading your organization's United Way campaign. You are the essential link between your campaign and our ability to impact our community.

Your commitment and leadership influences not only the lives of your co-workers, but all the lives here in Thurston County. Together, we are making our community safer, healthier, and more financially sound.

With you, we are able to reach out to the people who make up our community and unite to make change. Thank you for taking on the role of Campaign Coordinator, we hope it is as rewarding to you as it is important to us.

We appreciate your initiative to participate in our training and we hope that you find the Campaign Coordinator Toolkit resourceful and helpful. Your United Way staff partners, Mike, Randi and Lisa, are also there for you through-out your campaign, to answer any questions that arise at any time.

Thank you and Live United!

A handwritten signature in black ink, appearing to read "Lee Wojnar". The signature is fluid and cursive, with several loops and a long horizontal stroke at the end.

Lee Wojnar, Campaign Chair
VP Marketing, O Bee Credit Union

UNITED WAY CAMPAIGN

Checklist for Success

1 PREPARE FOR YOUR CAMPAIGN

- Meet with your United Way representative to evaluate last year's campaign results and strategies and to determine this year's strategies, campaign budget, goal and timetable.
- Meet with your CEO/Company Leadership to present campaign strategies, proposed budget, suggested goal, timetable, and get endorsement.
- Recruit a campaign committee.

2 TAKE ACTION

- Solicit incentive items and door prizes.
- Prepare in-house campaign materials to publicize your campaign.
- Develop a CEO kick-off letter (or use United Way's sample letter).
- Request United Way speakers
- Schedule leadership and employee presentation meetings on company time so all employees can attend.
- Reserve rooms and plan refreshments for meetings.
- Conduct meeting(s).
- Conduct any additional fun-raisers you have planned.

UNITED WAY CAMPAIGN

Checklist for Success

3 RUN YOUR CAMPAIGN

- Send the CEO letter/email to employees with a campaign endorsement, campaign timeline and schedule of events.
- Kick off your campaign with a fun event (see United Way's suggestions under fun-raisers).
- Take lots of photos and share with United Way so we can highlight your campaign on our social media
- Publicize your giving campaign through all of your communication channels (social media, email, posters, voicemail, intranet, etc.).
- Conduct leadership and employee meetings; collect and tally the pledge forms.
- Follow up with employees who have not turned in their pledge forms (it is not mandatory that employees give).

4 WRAP UP YOUR CAMPAIGN

- Complete the United Way Campaign Report form and report the results to your CEO and to your United Way representative.
- Forward copies (yellow) of all payroll deduction forms to your payroll department. Contact your United Way representative to pick up the original (white) pledge forms.
- Announce your campaign results to employees, thank all employees for their contributions and celebrate the results.
- Publicly congratulate and thank your campaign committee for a great job.
- Attend United Way's community celebration event (Spirit of Giving). United Way wants to thank you!

UNITED WAY CAMPAIGN

Best Practices

CEO/Leadership Endorsement: Send out letters and/or e-mails from your top local management endorsing the United Way workplace campaign and arrange for top local management to endorse the campaign in person during United Way presentations.

Set a goal: Set a local workplace campaign goal (get help from your United Way representative to set a realistic yet challenging goal).

Select a committee: Work with a campaign committee to champion the workplace campaign activities.

Presentations: Host presentations by local United Way representatives for all employees to learn about their local community's needs and resources. Hosting multiple presentations (approximately 15 minutes) can help reach all employees and give them an opportunity to be engaged, ask questions, and understand the value of their gift.

Incentives: Provide incentives designed to promote increased giving through payroll deduction.

Fundraisers: Conduct special fundraisers to add excitement and momentum to the campaign.

Corporate match/gift: If you are a "for profit" company, advertise a matching corporate gift (e.g. dollar for dollar/50 cents on the dollar) throughout your workplace campaign to encourage employee giving.

Thank You: Conduct a brief "thank you" event with local United Way representation at the conclusion of the campaign to thank employees for their generosity.

UNITED WAY CAMPAIGN

Fun-Raising Ideas

The Voice Contest

Employees can conduct a contest, based on the hit TV show. Or set up Karaoke at lunch time. Employees make a donation to vote for the talent of their choice. The winner with the most votes will perform for a social media video.



Balloon Darts

Balloons are blown up and pieces of paper with prizes are placed inside. Some of the prizes are minimal and several are more valuable. Employees purchase three darts for \$5 dollars. They win whatever prize is inside the balloon they are able to pop.

Executive Prison

Transform an office into a jail cell. "Arrest" managers and executives and allow them to make phone calls to their staff members to bail them out (or manager pays their own bail at a higher cost). All bail proceeds go to United Way.

Garage Sale

Find a volunteer willing to loan garage space or work site. Two or three weeks before the sale, employees bring in sale items which volunteers price and sell the day of the event. Advertise within the company and throughout the community.

Chili Cook-Off

Five or more staff members make big pots of chili. \$5 for a bowl plus corn- bread. \$5 for a taster of each. Very fun!

Dunk Tank

Arrange for a dunk tank to be set up on site. Arrange for volunteers to take shifts in the tank and post a schedule of their assigned times. Have employees pay \$1 a ball to sink their coworkers.

Great American Bake Off

Have employees sign up to enter a homemade baked good in a contest. Employees can buy a chance to sample the line of baked goods and then vote on their favorite.

Kite Flying Competition

Arrange a kite-making, kite decorating or kite-flying competition. Hold awards for the smallest, largest, most creative and highest flying kites. Charge an entry fee. Afterwards donate exhibit items to your related agency.

UNITED WAY CAMPAIGN

Lunch

A different department donates lunch to auction every day for a week. Use your company's intercom system or other employee communication system to temptingly auction the lunches. Employees call in with their bids. A variation of this event is to have employees pay \$10 for the boss to deliver coffee and muffins to them with all proceeds going to United Way.

Health Fair

Each department in your organization hosts a special event to promote health and charges admission to raise money for United Way. Examples of events are: Yoga classes, brown bag lunch workshops, stress reduction classes, etc.



Managers Car Wash Day

The managers wash employees' cars for a set donation. Wash tickets may be purchased in advance.

Photo Contest

Employees bring in a baby picture labeled with their name on the back. Pictures are numbered and posted on a bulletin board. Employees purchase a chance to match coworkers with the baby pictures (proceeds go to United Way). Employee with the greatest number correct wins a prize.



RIGHT FROM THE START

DID YOU KNOW?

- Children are born learning. The first five years significantly impact children's success in school and life.
- Children learn best when they are actively engaged with people they love and trust. That's family! Children
- learn best through frequent repetition in a safe environment. That's home!

WHAT IS RIGHT FROM THE START?

Right from the Start is a free, early learning resource center for parents with children ages birth to five. We support parents as their child's first and most important teacher. We help parents increase their skills and knowledge to support their child's school readiness and success. Right from the Start resource center is located inside Rochester Primary School. Nancy Villanueva, right from the Start coordinator, connects parents with information, programs and trainings to make the most of parenting in the early years.

WHAT DOES RIGHT FROM THE START OFFER?

- Outreach to families with young children
- Parents as Teachers groups
- Ready! for Kindergarten classes for parents
- Community Cafés for parent connections
- Updated information from local agencies serving children & families
- First Teacher newsletter each month
- Family events in the Rochester Community
- Information & services in English & Spanish
- Story Time in English & Spanish (twice per month)
- Free visits to the Hands on Children's Museum
- Kindergarten Readiness Calendar

To learn more about Right from the Start, visit us at www.unitedway-thurston.org or call (360) 388-8875.



UNITED WAY OF THURSTON COUNTY WOMEN UNITED®

MISSION

To positively impact the lives of women and girls in our community by promoting self-sufficiency and financial stability through philanthropy and community service.

2017-18 Grants

- Big Brothers Big Sisters of Southwest Washington – GIRL POWER! Providing Opportunities for Workforce Readiness
- Boys & Girls Clubs of Thurston County – SMART Girls
- CIELO – Transforming Lives, Stitch by Stitch
- Expanding Your Horizons – Thurston County STEM Conference for Middle School Girls
- Family Support Center of South Sound – Family Housing and Economic Stability Project
- Thurston County Volunteer Legal Services – Direct Representation Initiative
- TOGETHER! – Black Hills High School Girls Outreach Club
- Washington Center for Women in Business – Scholarship Program
- YWCA of Olympia – Women’s Economic Empowerment Program and the Social Empowerment & Economic Advancement Network

Become a Member

Sustaining Member \$1,000

With your annual investment of \$1,000 to the Giving Circle, you will be invited to attend events, help make funding decisions and have the opportunity to serve as committee chair.

Participation in Women United activities is optional and no time commitment is required.

Participating Member \$250

With your annual \$250 membership, you will be invited to serve on one of the WLC committees (Events, Membership, Marketing, Advocacy, Mentoring, Volunteering or Grants) and play an active role in helping the Women United further our mission to help women and girls become financially stable and self-sufficient.

UNITED WAY CAMPAIGN

One-Day Campaign Ideas

Prior to start of campaign:

- Meet with your United Way rep to plan your campaign and set goals.
- Meet with your CEO/Leader to get his/her endorsement. Found out if s/he is willing to give you a budget or can provide raffle prizes.
- Secure endorsement and involvement of Labor representatives for the campaign, if applicable.
- Secure raffle prizes. Consider asking vendors and/or employees to donate items if necessary.
- Secure a date and space for your employee rally.
- Announce the campaign date well in advance. Tell employees there will be door prizes and raffle tickets given away at the meeting. Announce your campaign goal.
- Take pictures of your CEO and team in LIVE UNITED T-shirts.
- Put posters in all common areas.

Day of:

- Hold an employee rally and make it festive. Have your CEO wear a LIVE UNITED T-shirt, give a brief endorsement of the campaign and publicly announce your goal. Invite your UW rep. Provide food if possible.
- Distribute pledge forms at the rally and encourage employees to turn them in at the close of the presentation. Give raffle tickets to those who turn in their pledge forms at the rally.
- Send an email to staff giving them examples of the change their contributions make in the community.
- End the day with a special treat such as an ice cream bar or social activity.

Wrap-up:

- Offer every employee who was not able to attend the presentation an opportunity to pledge. Give each employee one raffle ticket for turning in a pledge form.
- Collect and tally all pledges.
- Hold your raffle drawing and announce prize winners.
- Announce the results of the campaign as soon as possible.
- Ask your CEO to send a message thanking everyone for their participation
- Attend Spirit of Giving celebration

UNITED WAY CAMPAIGN

One-Week Campaign Ideas

Prior to start of campaign:

- Meet with UW rep at least two weeks in advance to plan your campaign and set goals. Talk about your LIVE UNITED campaign theme.
- Meet with your CEO/Leader to get his/her support of the campaign. Found out if s/he is willing to give you a budget for prizes/events/ food.
- Secure a verbal and written endorsement and involvement of labor representatives (if appropriate) for the campaign. Include in planning process.
- Secure a date and space for your employee rally.
- Ask employees how they LIVE UNITED. Collect stories, especially from Loyal Contributors.
- Secure raffle prizes. Consider asking vendors and/or employees to donate items if necessary.
- Announce the campaign date well in advance. Tell employees there will be door prizes and raffle tickets given away at the meeting. Announce your campaign goal.
- Take pictures of your CEO and team in LIVE UNITED T-shirts.
- Put posters in all common areas. Put table tents on lunch/break room tables.

Day 1:

- Host a bake sale or lunch cook-off
- Announce first four bingo squares.

Day 2:

- Hold half-hour employee rally that reflects your LIVE UNITED campaign theme (make it fun). Have your CEO wear his/her LIVE UNITED T-shirt, give a brief endorsement of the campaign and publicly announce your goal. UW rep will speak for a few minutes and ask for pledges. Provide food if possible.
- Recognize Loyal Contributors and volunteers.
- Distribute the pledge forms at the rally and encourage employees to turn them in at the close of the presentation. Give two raffle tickets to those who do. Include information about being a LIVE UNITED Leader.

Day 3:

- Share LIVE UNITED stories
- Start tallying pledges and report all results to employees.

Day 4:

- Visit every employee who was unable to attend the presentation and give each a pledge form. Give raffle ticket to everyone who turns in a pledge form, even if they choose not to donate.

Day 5:

- Collect final pledges and tally results

Wrap-up:

- Hold your raffle drawing and announce prize winners.
- Ask your CEO to send a message thanking everyone for their participation and share final campaign results.

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Two-Week Campaign Ideas

Prior to start of campaign:

- Recruit a campaign team 1-2 months before the campaign begins with volunteers from each department and Labor groups (if appropriate).
- Meet with your UW Rep 4-6 weeks in advance of your campaign kick-off to plan your campaign and set goals.
- Discuss your LIVE UNITED campaign theme.
- Consider creating your own LIVE UNITED video.
- Meet with your CEO to get his/her support and a budget to run the campaign.
- Secure raffle prizes. If you don't have a budget, ask vendors and/or employees to donate items.
- Announce the campaign date and goal two weeks in advance.
- Take pictures of your CEO and team in LIVE UNITED T-shirts.
- Work with United Way to identify loyal contributors.
- Gather stories on how employees LIVE UNITED.
- Put posters in all common areas. Put table tents on all break/lunch room tables.
- Include a story in your employee newsletter about how donations to the Local Community Care Fund improve people's lives.
- Schedule a LIVE UNITED presentation. It's easiest to schedule presentations at regularly scheduled staff meetings. United Way will only need 5-10 minutes on the agenda.

Day 1:

- Decorate common areas with balloons.
- Hold a kick-off event like an executive car wash, barbeque etc.
- Recognize loyal contributors and volunteers.
- Share LIVE UNITED stories.

Day 2:

- Distribute pledge forms.

Day 3:

- Hold a United Way bake sale or other fun event.

Day 4:

- Send a company email with brief information about United Way
- Tell a story. How do you LIVE UNITED?

Day 5:

- Tally pledges and announce early results.
- Hold a drawing from the pledge forms that have already been submitted.

Day 6:

- Have your CEO send a message thanking people for participating and encouraging those who haven't pledged to do so.

Day 7:

- Host another special event (e.g. raffle, silent auction, root beer float party).

Day 8:

- Ask employees to return their pledge forms, even if they elect not to give.

Day 9:

- Announce updated results.

Day 10:

- Collect and tally final pledge forms

Wrap-up:

Hold final raffle and announce winners.

Ask CEO to thank everyone for participating and share campaign results.

Attend Spirit of Giving celebration.

UNITED WAY CAMPAIGN

Contact Information

Mike Leonard

Director of Development

p: 360.943.2773 ext. 117

f: 360.943.2777

e: MLeonard@unitedway-thurston.org

Randi Nandyal

Development Officer

p: 360-943-2773 ext. 115

f: 360.943.2777

e: RNandyal@unitedway-thurston.org

Lisa Willhide

Development Assistant

p: 360.943-2773 ext. 116

f: 360.943.2777

e: LWillhide@unitedway-thurston.org

Lee Wojnar

Campaign Chair

p: 360.528-5362

e: LWojnar@obee.com