

**what matters.<sup>TM</sup>**

# United Way of Rutherford and Cannon Counties

**Employee Campaign  
Coordinator Guide:**

**Tips and Strategies  
for Running a  
Successful  
United Way Campaign**



# Congratulations

and Welcome to United Way!

- ❖ Have you ever wished you could change the course of a child's life?
- ❖ Have you ever wished you could help an older adult have a full life?
- ❖ Have you ever wished you had more time to give back to your community?

*Your wish just came true!*

You are now part of a group of caring individuals in our community who positively impact more than 52,000 people in need each year right here in Rutherford and Cannon County.

So how are YOU going to be able to make a positive impact?

By helping United Way to ask one simple question: "Will you please consider giving to United Way?" *The number one reason people mention for not giving is that they are not asked.*

This puts you in an EXTREMELY important position as the Employee Campaign Manager for your organization.

Since 1956, United Way of Rutherford County has been committed to improving lives in your community. By identifying and addressing critical needs, United Way programs helped more than 52,000 of your friends, neighbors, and co-workers in the last year alone.

The resources and tips in this guide will help you plan an enjoyable, meaningful, and efficient campaign. Please feel free to customize these ideas in order to meet your organization's needs or interests.

We want you to have a successful campaign and we are here to help! If you have any questions please call **Holly Lane-Adreon at the United Way office at 615/893.7303. ext. 103 or [holly.laneadreon@uwrutherford.org](mailto:holly.laneadreon@uwrutherford.org)**.

*Thank you for doing what matters™!*

## *What does an Employee Campaign Manager do?*

**Objective:** Plan, organize, and coordinate a successful United Way campaign within your company in order to give your co-workers the opportunity to donate to United Way as well as to learn more about the services available to them through United Way agencies and programs.

### **Responsibilities:**

- ✓ Attend ECM training at United Way.
- ✓ Work closely with your CEO and United Way staff member to develop an effective campaign plan, including setting dates, goals, etc.
- ✓ Recruit a team of volunteers to assist you.
- ✓ Contact United Way to request agency speakers, campaign materials, campaign video, agency tours for your employees, etc.
- ✓ Distribute campaign materials at the employee meeting and collect a pledge form from every employee.
- ✓ Educate your co-workers about United Way.
- ✓ Make your company campaign fun!!
- ✓ Complete your campaign by giving a final report and pledge forms to your United Way staff member.
- ✓ THANK donors and volunteers from within your company.

## Sample United Way Employee Campaign Meeting Agenda

<b>Welcome:</b> Employee Campaign Manager	2 minutes
<b>Remarks Endorsing Campaign:</b> CEO	2 minutes
<b>Remarks from Employee(s):</b> “What I saw on an agency visit...” “How I was helped by an agency...” “My experience as an agency or allocation volunteer...”	3 minutes
<b>United Way video and speaker</b>	10 minutes
<b>Closing:</b> Employee Campaign Manager ECM hands out pledge form & asks for payroll deduction and increase *Ask everyone to fill out pledge card and turn in before leaving (United Way rep. explains how to fill them out) Wrap up with incentive drawings or motivational activity	3 minutes
<b>Total Time</b>	20 minutes

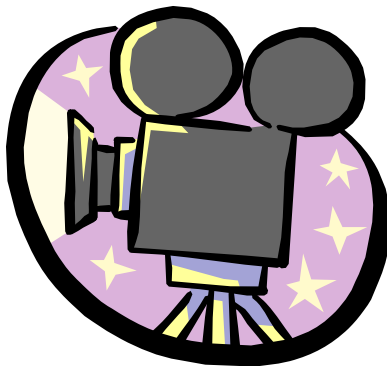
# Campaign Coordinator Checklist

Target Date	Assigned To	Before the Campaign
		Attend ECM training session
		Review previous year's results
		Meet w/ United Way representative/staff
		Discuss plans with CEO
		Determine method of solicitation
		Recruit volunteer campaign committee
		Conduct planning mtgs. with committee
		Assign jobs to committee members
		Set dates for your campaign & employee mtgs.
		Set your campaign goal
		Make sure you have ample supplies from UW
		Arrange for United Way video and speaker
		Personalize employee pledge cards
		Prepare & print campaign issue of co. newsletter
		Post campaign posters and UW info
		Conduct agency tours for employees
		Send out CEO letter of endorsement to employees
Target Date	Assigned To	Week of Campaign
		Conduct solicitation of all employees (meetings)
		Chart progress on wall thermometer
		Publicize and promote the campaign
Target Date	Assigned To	Close of Campaign
		Tabulate results & submit final report to UW
		Announce final results to employees
		Thank all employees (ice cream, pizza, letter)
		Recognize all campaign volunteers and committee

## United Way Campaign Materials & Resources Available to You

- Local video outlining Rutherford & Cannon Co. agencies
- Brochures
- Fact Sheets w/ Top 10 FAQ page
- Posters and Thermometers to publicize your campaign
- Pledge cards (We strongly suggest that you personalize these for each employee)
- Trained agency speakers
- Tours of agencies for employees or committee members
- Boat Giveaway Fliers outlining the Tracker Boats \$12,000 Boat Giveaway
- NFL schedules (Ask your UW staff member about other incentives such as ink pens, lapel pins, key chains, etc.)

- ❖ Day off with pay
- ❖ Reserved parking space
- ❖ Weekend at a local bed & breakfast
- ❖ Movie tickets
- ❖ Gift certificate for dinner/shopping/golf/gasoline
- ❖ Dress down day/casual day for all contributors
- ❖ Entertainment/sporting event tickets
- ❖ Extra breaks/shortened workday (coupon for 2 hour lunch, or arrive one hour late, or leave one hour early)
- ❖ Crafts donated by employees
- ❖ Prizes donated by your company's vendors
- ❖ T-shirts, plants, mugs, key chains, buttons, pins, note pads, candy, pens and pencils, baseball caps, mouse pads, etc.



## *Special Event Ideas*

- ❖ United Way Olympics
- ❖ Pie Throwing Contest
- ❖ United Way poetry contest
- ❖ Dunk tanks/Carnival
- ❖ Cook-off among departments
- ❖ Talent Show
- ❖ Bake, Book, Flower Sales
- ❖ Halloween costume contest
- ❖ Photo contest
- ❖ Puzzle or Word Find
- ❖ Scavenger hunt among departments
- ❖ Employee dog show
- ❖ Celebrity look-a-like contest
- ❖ Silent Auction
- ❖ Bingo
- ❖ Paper Airplane Toss
- ❖ Penny Wars
- ❖ Recipe Contest

# Sample Letters from Principal/ECM

Dear [Insert Employee Name]:

During the next few weeks, you'll be hearing a great deal about our local United Way. Our company recognizes the important role United Way plays in our community, funding critical human care services to help the most people in need while also working to improve community conditions.

Did you know that last year United Way-funded programs help one out of every four Rutherford and Cannon County residents? The gifts made here at [Insert Company Name] helped feed the hungry, teach children with disabilities, and shelter battered women and children.

United Way is the most effective and efficient way for you to help the most people who are in need in our community.

The decision to give is personal. Perhaps one day you, your family, a co-worker or friend will need emergency assistance. Certainly, your support helps build a stronger, healthier community for all of us. Make a choice that really matters. Please join me in giving to United Way.

Sincerely,

Principal Name

## When should you use this letter?

Use this as a warm-up to the campaign. Send to employees the week before your meetings start or include as a payroll stuffer the week before the campaign.

## When should you use this letter?

This letter should be sent to anyone who donated to United Way and to anyone who volunteered their time to help organize the employee campaign.

Dear [Insert Employee Name]:

We have just completed our United Way campaign and I'm happy to report it was our most successful year ever! Because of your generous contributions, we were able to raise \$\_\_\_\_\_ to help thousands of individuals in need right here in Rutherford/Cannon County.

I want to thank you for your participation in this year's campaign and for showing your support for these vital services in our community.

I am extremely proud of your efforts and the level of commitment shown by all of [Insert Company Name]'s employees.

Through your generosity, you have made it possible for United Way to continue to provide necessary programs to our community.

Sincerely,

Principal Name

# Sample e-mail Messages

## ANNOUNCE THE CAMPAIGN

From: Employee Campaign Manager  
To: All Company Employees  
Subject: United Way Campaign

How would you like to make a difference in the lives of more than 52,000 people in our community? On [date], we will be kicking off [company name]'s 2007 United Way campaign. By giving to United Way, you can change lives right here at home. Last year, our company raised [last year's amount] to help agencies address some of our communities most pressing problems. This year, we are going to follow that with even more success! This is a great opportunity to get involved and change a life by building the strongest community possible. I will be contacting you soon with more details. Thanks in advance for your participation!

ECM Name

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## ANNOUNCE THE KICK-OFF MEETING

From: Employee Campaign Manager  
To: All Company Employees  
Subject: [Company Name] 2007 United Way Kick-off

You are invited to a [Event name (i.e. breakfast, luncheon, plant-wide meeting)] as we kick-off [Company Name]'s 2007 United Way Campaign!

Date:

Time:

Location:

Don't miss this opportunity to hear how our contributions make it possible for United Way to help the most people in need in our community. Hear how United Way is local, accountable, and efficient with our donations. We'll also get to hear stories of how our donations are being used to make a difference in our community. [Name of United Way speaker] will be joining us from [organization] to share some success stories and explain more about how United Way works. Together we can make a stronger community!

ECM Name

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## WEEKLY EMAILS TO EMPLOYEES DURING CAMPAIGN (CHOOSE ONE STORY PER EMAIL)

From: Employee Campaign Manager  
To: All Company Employees  
Subject: United Way

When Tommy's single mother was incarcerated and Tommy was put into foster care, CASA of Rutherford County was there to be his independent advocate. With the help and intervention of CASA, Tommy is now in a safe, permanent home.

After her stroke, Nell was able to return to her own home with the assistance of Meals-on-Wheels and the Homemaker program. Nell receives a hot, nutritious meal every day and has a weekly visit from a trained worker who makes sure Nell has a clean, comfortable home.

Joe has a steady job and maintains an independent life, thanks to the support of his Rutherford County Adult Activity Center caseworker. Although Joe has mental retardation, he is a valued, dependable employee at the neighborhood Kroger store and enjoys going to the movies with his friends on weekends.

When 3-year-old Susie was diagnosed with a severe learning disability, her parents were told she would never be able to attend public school. Susie was enrolled at Project HELP, where the speech and occupational therapy and personal attention from trained teachers helped improve her cognitive and social skills. Susie is now enjoying her first year in school.

# *How to Conduct an Effective Leadership Giving Campaign*

## **What is Leadership Giving?**

Leadership Giving is a term used by United Way to recognize donors who contribute \$500 or more annually to the campaign. For just \$10 or more a week, a donor is listed in the annual leadership roster under one of the following levels:

*The Rutherford Society*  
\$500 - \$999

*The Cpt. William Lytle Society*  
\$1,000 - \$2,499

*The Col. Hardy Murfree Society*  
\$2,500 - \$4,999

*The Sam Davis Society*  
\$5,000 - \$9,999

*The Alexis de Tocqueville Society*  
\$10,000 and above

## **Steps to Conduct a Leadership Giving Campaign:**

- ✓ Ask your CEO to serve as the leadership giving chair. The chair should participate at the leadership level of giving.
- ✓ Work with your payroll department to determine who should be targeted during the leadership giving campaign based on salary range, management level, or donors who may already be close to that level.
- ✓ Ask the CEO/Chair to host a breakfast or other meeting to kick off your leadership giving campaign prior to your employee campaign.
- ✓ Send personal invitations from your CEO to the potential leadership givers.
- ✓ Include the following in your kick-off event:
  - CEO explains leadership giving and its benefits
  - CEO gives personal endorsement of program
  - CEO asks employees to consider giving at a leadership level
- ✓ Follow up with those who are unable to attend
- ✓ Report all leadership results with appropriate documentation to United Way
- ✓ Report the leadership campaign results to all employees
- ✓ CEO hosts a thank you/recognition event

*Please remember United Way in your estate planning.*