United Way of Southern Nevada

AN ENGAGEMENT GUIDE FOR EMPLOYEE CAMPAIGN COORDINATORS

uwsn.org/campaignconnect

September 2015
Run a workplace campaign, volunteer and communicate how you are helping children and families to succeed!

Good planning is vital to the success of your workplace year-round engagement strategy. This fact suggests a timeline you can use to map out your road to success. Your United Way of Southern Nevada (UWSN) campaign manager will work with you to customize your timeline so your company and its employees can show what it means to LIVE UNITED!

- **3-4 Months before Campaign:** Organize your planning committee and start brainstorming best practices with your United Way campaign manager to develop your year-round engagement timeline. Ask your campaign manager about our new epledge option.

- **2-3 Months before Campaign:** Start to get specific on how to implement best practices.

- **4-8 Weeks before Campaign:** Schedule employee engagement events including a kick-off event, leadership and employee educational meetings, site visits, volunteer projects and special events. Determine if your goal will be a dollar amount raised or employee participation percentage. Communicate with employees about United Way of Southern Nevada, your campaign goal and why they should give.

- **1-2 weeks before Campaign:** Set the stage for the campaign by holding your leadership meeting, displaying your campaign poster, creating your CEO letter and generating excitement for the campaign.

- **Week of Campaign:** Implement employee engagement events and be sure to reach every employee about the campaign in some way.

- **2 Weeks after end of Campaign:** Wrap-up campaign and celebrate your success. Communicate your thanks to all employees and how lives will change. Share real results about measurable community change.

- **2 Months after campaign:** Implement year-round volunteer, site visit and communication strategies.

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**CAMPAIGN PLANNING BEGINS:**
MM / DD / YYYY

**CAMPAIGN START DATE:**
MM / DD / YYYY

**CAMPAIGN END DATE:**
MM / DD / YYYY

**POST-CAMPAIGN MEETING:**
MM / DD / YYYY

**YEAR-ROUND ENGAGEMENT OR SITE VISIT STRATEGY(IES):**
(See Community Engagement on Page 4)

**YEAR-ROUND COMMUNICATION STRATEGY(IES):**
(See Communicate on Page 3)
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Tasked with planning and implement a way for your company to engage with United Way? We can help! The following are best practices proven to ensure your organization’s success!

- **Connect with your UWSN campaign manager** — Your UWSN manager will contact you to help plan and implement your workplace campaign and support year-round engagement strategies.
- **Recruit a planning committee** — Select a planning committee manager of departments within your organization to develop a campaign strategy, timeline and goal to increase giving and/or participation.
- **Participate in CAMPAIGN CONNECT** — Meet Employee Campaign Coordinators from some of the largest local organizations, exchange campaign strategies and gain key tools to create a brighter future for our community by attending CAMPAIGN CONNECT at United Way.
- **Ensure CEO visibility** — Encourage your CEO or top leadership to show his/her support by attending meetings, joining group volunteer projects and sending communications to employees.
- **Involve leadership** — Select a senior executive to lead the campaign or serve in a leadership or supporting role on the planned committee.
- **Make your own gift first** — Be a role model and commit to increasing your personal contribution and consider joining an affinity group. Making your own gift first makes it easier to ask others to do the same.
- **Plan a leadership meeting** — Arrange a separate meeting, coffee, breakfast or leadership lunch with key executive / management team members to be briefed by UWSN about giving at the leadership level and leading by example.
- **Organize Affinity Group Network Meetings** — Arrange separate meetings with current and prospective members of Tocqueville Society, Women’s Leadership Council and the Young Philanthropists Society to discuss engagement opportunities for members.
- **Recipient/UWSN video** — Have a recipient share or show the UWSN video, so employees can see how their dollars are impacting the community.
- **Schedule employee meetings** — Arrange separate meetings where UWSN will educate employees about our work. Consider stand-alone meetings or in conjunction with existing departmental meetings.
- **Offer incentives** — Use incentives to help motivate employees to attend educational meetings and either give or increase their giving.
- **Make a corporate contribution** — Match employee contributions or set a specific corporate community investment goal.
- **Encourage site visits** — Allow and encourage your employees to visit an UWSN Early Education Partner so they can see first-hand how their dollars are helping children to succeed.
- **Have fun!** — Develop a campaign that is engaging and fun for employees by incorporating a theme and/or special events.
- **Celebrate your success** — Share your campaign results with your employees.
COMMUNICATE

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Develop a year-round communications plan to keep employees informed about how their investments are helping every child to succeed. United Way of Southern Nevada can help make it easy by providing:

- Newsletter Articles
- Testimonials
- Web Banners and Links
- Videos
- Stories… and much more!

CONNECT WITH UWSN

SOCIAL MEDIA

With over 2,600 likes on Facebook, UWSN has an active presence on social media. Please send your UWSN campaign photos for social media to marketing@uwsn.org. Encourage employees to check out UWSN's Facebook page for news, recipes, tips and updates at Facebook.com/UnitedWaySN.

LIVE UNITED eNewsletter

With a distribution to over 30,000 subscribers, LIVE UNITED includes our community impact, fun recipes, family activities, a community calendar and videos. We would like to feature any of your exciting campaign updates in our “On the Campaign Trail” article, so please forward content and articles to marketing@uwsn.org. Also, if you have an employee that went the extra mile, please let us know the details so we can spotlight their commitment to the community.

YOUR CAMPAIGN COMMUNICATIONS

Pre-Campaign Communication: Once your campaign is on the books, excite your staff by previewing the fun upcoming events.

Letter from the Top Leadership: Encourage campaign participation by sending out a letter from your top leadership. Please contact marketing@uwsn.org for sample letters.

Post-Campaign Thank You: It is so important to thank your staff after the campaign. Send a message from the CEO and executive leadership to thank them for their hard work and generosity.

Custom Communication Pieces: We know that your company has its own special culture and communication needs. We encourage you to think about the communication tools, posters, flyers and emails that will motivate your employees and work closely with your campaign manager and UWSN’s marketing department in creating these tools. We are here to help you to succeed and meet your fundraising goals!
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Be a part of the largest community engagement force in southern Nevada. Find out about impactful volunteer opportunities in southern Nevada. Allow us to help design and implement a project to engage your staff in making a difference in our community.

**Read to Succeed** - We provide two opportunities to help children learn how to read during the most critical years of their life.

- **Read in a Classroom** and have the opportunity to dress as a character and share with the students their favorite childhood stories and encourage reading at school and at home.

- **Assemble Whisper Phones** from PVC pipes to amplify the student’s voice helping the student to focus and pay attention to the sounds and help the students to become better readers. Volunteers can decorate and add a encouragement note to inspire children to read!

**Back to School Drive** - Collect school supplies, warm clothing or blankets for all students in need! Join in helping provide every student with the necessary tools to begin the school year with confidence. Your company can hold drives and competitions, which gets everyone engaged in participating.

**School Makeover** - Make a difference for a school that is in desperate need of funding and volunteers. There is a huge need for painting murals, expanding the garden and adding outdoor classrooms, as well as painting classrooms and the playground area which could be incorporated into the project.

**Improve Children’s Dental Health** – Quality dental care is essential to insure a child’s overall well-being. Help children live healthy lives and provide dental “smile” kits at your workplace or at United Way and participate in the delivery of the kits.

**5.14.16 Flip Through Summer** – Help inspire children to read during the summer months during this day of imagination. Join many volunteers at this fun-filled day of imagination and literacy at the Springs Preserve as beloved children’s storybook characters and books come alive. Be a part of a “book nook,” read to children, assist with games and activities, direct guests and oversee the day.
Run a workplace campaign, volunteer and communicate how you are helping children and families to succeed! Goals help employees feel like a team and highlight the power of their collective efforts. Most importantly, goals dramatically increase your campaign’s success. Incentives are a powerful tool to encourage attendance at employee educational meetings, increase participation and ensure pledging.

GOALS
Setting realistic and challenging goals is important to ensure your workplace giving campaign is a success. We will provide a campaign poster that can be completed with your campaign goal, attainment of goal and campaign start date.

Your United Way campaign manager can help you:
- Increase participation among employees
- Increase the average employee gift

INCENTIVE IDEAS
Soft-Cost Incentives:
- “Sleep in Late” or “Call in Well” awards
- “Knock off Early” or “Flee at 3” awards
- Prime parking space
- Casual day passes
- CEO works in the winning department for a day
- Lunch with the CEO
- Open soda or candy machine

Donated Incentives:
- Lunch or dessert from restaurants
- Sporting event tickets
- Gift Certificates
- Movie, lunch or video rental passes
- Restaurant gift certificates
- Pizza party for the winning department
- Free hotel stays
- Free oil changes or gas cards

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While the emphasis of your campaign should be on engagement, education and giving through payroll deduction, many companies incorporate extra events into their campaign to increase participation and excitement.

- **Kickoff party** — Generate excitement for your campaign with a Kickoff party and finish your campaign strong with a wrap-up party, and thank your team for their participation.
- **LIVE UNITED** — Celebrate the power of joining together for a common cause and helping children and families to succeed.
- **Changing the Odds** — The odds are stacked against children and families in southern Nevada, but with your support, we’re on track to create lasting change. Incorporate a casino, Vegas-like theme into your campaign complete with gambling with funny money and a Texas Hold ‘em tournament.
- **Sports** — Everyone becomes a team player when you tie your campaign into a sports theme. Kick-off your campaign with a tailgate party with food and games. End the campaign with a trophy awarded to the department with the highest participation or most wins.
- **Exotic Locales** — Whether you transform your campaign into a Hawaiian luau, African safari or the Australian outback, employees are sure to have a wild time. Host a lunch with theme-related food. Organize a scavenger hunt or other contests.
- **Historical Eras** — Go back in time to the Wild West, Psychedelic Sixties, Roaring Twenties or Renaissance.
- **Lights! Camera! Action!** — Encourage employees to dress up as their favorite characters from movies or TV shows.
- **Tune into the Community** — Music is a great way to get everyone moving and energized. Hold a karaoke party or talent show.

Some examples of special events that can increase participation and boost excitement, energy and enthusiasm:

- Auction/garage sale
- Baby/pet picture match game
- Bake sale
- Bike race, fun run/walk
- Bingo
- Book, CD and video sales
- Bowl-a-thon
- Carnival
- Car wash
- Company cookbook
- Children’s drawing contest
- Chili cook-off
- Dunk tank
- Employee funniest video
- Golf tournament
- Ice cream social
- Jail and bail
- Lunch box auction
- Managers serve breakfast/lunch
- Pizza party
- Pot Luck
- Prize drawing
- Pumpkin carving or decorating
- Remote control car races
- Softball tournament
- Tug-of-war
- Ugly tie, sweater, prom dress or earrings contest
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Leadership giving (gifts of $1,000+ annually) is a proven strategy to enhance your workplace campaign results. Leadership donors lay the foundation for United Way to improve lives and build strong communities.

Leadership Giving campaigns are also great for your company. Running a strong Leadership Giving campaign allows your company to:

- Live your values
- Build leadership skills within your employees
- Engage your leadership in the community
- Retain valuable staff and foster loyalty
- Build your organization’s reputation
- Achieve your corporate social responsibility goals
- Improve employee morale
- Increase the resources raised during your campaign

**BEST PRACTICES**

- **Appoint a leadership giving chair.** This person should be a current leadership giver and/or a member of your company’s management team and should serve as a key member of your campaign planning committee.

- **Identify your leadership prospects.** Identify a target group of employees and make a bold and specific goal. You might choose your entire management team, employees at a certain salary level, and/or employees who have previously given $500 or more.

- **Organize a leadership and Donor Network meeting.** Arrange a coffee, luncheon or happy hour with key executive/management team members before the campaign to be briefed by UWSN about giving at the leadership level and leading by example.

- **Set up separate coffee or luncheon meetings** with potential Young Philanthropists Society, Women’s Leadership Council, and Tocqueville Society members. Engage CEO, senior executives and/or leadership giving chair in these meetings.

- **Thank and recognize leadership donors.** Once your campaign is complete, have your CEO or leadership giving chair thank leadership donors either by letter or in person.