EMPLOYEE ENGAGEMENT GUIDE

Simple strategies to build a team of fundraisers, hand raisers, changemakers, and game changers.

GET INVOLVED. CHANGE LIVES. LIVE UNITED.
Thank you!

Dear Community Partner,

From our hearts to yours, we want to share our sincere thanks to you and your organization for choosing to support United Way of Southern Nevada (UWSN) as we unite to help our community respond, recover, reimagine, and rebuild.

UWSN unites to build pathways out of poverty for kids, their families, and the neighborhoods where they live. And we don’t do it alone. The needs are changing every day. Together with our donors, volunteers and our partners, we fight for Southern Nevada and provide help for those who need it most.

The UWSN workplace campaign is about bringing people together to grow our work of building a network of support for Southern Nevada families. As a UWSN Employee Campaign Manager (ECM), you stand alongside hundreds of other volunteers who are dedicated to making a measurable impact in the lives of thousands of people in our community.

Thank you for volunteering to be a part of the annual United Way of Southern Nevada Community Campaign. By giving your time and talent, and spreading the word, you are helping to improve lives throughout Southern Nevada. Together, united, we will inspire hope and create opportunities for a better tomorrow.

Your support Team at UWSN,

Kelly Shaw
Chief Operating Officer

Jessica Etienne
Director of Fund Development Operations

Audrey Daley
Senior Director of Fund Development
YOUR DONATION MAKES AN IMPACT

2,725 CHILDREN RECEIVED A HIGH QUALITY PRE-KINDERGARTEN EDUCATION.

772,160 INDIVIDUALS RECEIVED HOUSING, FOOD AND UTILITY ASSISTANCE.

13,331 STUDENTS RECEIVED SUPPORT TO GRADUATE HIGH SCHOOL.

1,575 PEOPLE RECEIVED JOB TRAINING AND COACHING TO FIND A GOOD JOB.

UNITED TO RECOVER AND REBUILD

HELP SOUTHERN NEVADA THRIVE

uwsn.org/give

Impact from 7/1/18 - 6/30/21.
Campaign Toolkit

**PRE-CAMPAIGN**

6-8 Weeks: Plan for Success!

- Schedule a call with UWSN to get started. We look forward to working with you!
- Meet with previous Employee Campaign Managers to discuss last year’s successes and challenges.
- Meet with corporate leadership to discuss this year’s goals, incentives, and corporate support.
- Determine and test giving platform: pledge form (printed and fillable PDF), text option, Classy platform, other solution, etc.

4-6 Weeks- Prepare for Lift Off!

- Meet with UWSN team to strategize your internal campaign.
- Determine your:
  - Campaign Goal: _____________________________
  - Campaign Dates: _____________________________
  - Campaign Theme: _____________________________
  - Campaign Activities: _____________________________
- Determine if you will engage your employees in a volunteer opportunity.
- Request a personalized [pledge form](#) and [poster](#).
- Determine budget for campaign activities and incentives.
- Determine virtual fundraising, special events, incentives, and theme ideas.
- Personalize Campaign Presentation PowerPoint [here](#).
- Request Personalized Campaign Video. (See example [here](#).)
- Schedule Campaign Kickoff Zoom Call. Ask CEO/upper management and UWSN Team to speak. Review Video Best Practices [here](#).
- Encourage CEO/upper management to show support at meetings and volunteer projects as well as send communications to employees.
- Schedule Leadership Event.
- Create Email Campaign: Campaign Promotion Emails and Messaging [here](#).
- Send out [campaign invitation](#).
- Plan a Thank you Celebration.
PRE-CAMPAIGN CONTINUED

2 Weeks: Create Buzz!

- Create buzz about the campaign. Post information on company intranet sites, in newsletter updates, or hang up posters.
- Send CEO Endorsement Email.
- Encourage employees, managers, and executives to attend your upcoming campaign kickoff!
- Schedule a campaign run-through with your UWSN support team and corporate team.
- Determine if you want to include a UWSN volunteer and engagement presentation in your campaign.

CAMPAIGN

- Promote UWSN through email, social media, webpages, and around the office and include the campaign goal, dates, theme, and activities.
- Send UWSN Information emails.
- Provide employees with customized pledge materials and contact information.
- Use incentives to help motivate employees to attend activities, increase their giving, and turn special event donations into payroll deduction/monthly pledges.
- Send Final Ask email 3-5 days before the campaign.

POST-CAMPAIGN

- Send an ECM and a CEO Thank you email to all staff for being a part of a company that gives back.
- Send Thank you Celebration Invitation here.
- Hold a thank you campaign celebration to announce your success.
- Print and post a thank-you poster.
- Inform leadership team of results, celebrate, and publicize results in newsletters, emails, intranet sites, social media.
- Meet with UWSN to share the results of the campaign, discuss campaign outcomes, successes, and challenges in preparation for future campaigns.
- Plan year-round engagement with UWSN like donation drives, volunteer opportunities, and UWSN’s annual Day of Caring in October!
Special Events and Incentives

Use incentives, special events, and/or themes to help increase participation and excitement. These can also help raise extra funds to support our community!

**Virtual and In-person Fundraising Ideas:**
**Put a Little FUN in Your Fundraising!**

- Gift Card Auction (ask UWSN for more details)
- Virtual Open Mic or Karaoke Night
- Virtual Game Night
- Virtual Workout Class
- Virtual Bingo
- Zoom Costume or Room/Office Decorating Contest
- Virtual Trivia Night or Riddles Via Email
- Online Raffle / Silent Auction / 50-50 Giveaways/Contests
- Google Document Silent Auction
- Departmental Fundraising Competition
- Virtual Talent Show
- UWSN Virtual Tours
- Baby/pet picture match game
- Bingo
- Employee Funniest Home Video
- Ice cream social
- Prize Drawing
- Ugly tie, sweater, prom dress, or earrings contest
- Virtual Family Feud
- MTV Cribs: Remote Team Edition
- Virtual Pictionary
- Virtual Movie Night
- Family Recipe Swap
- Virtual Book Club
- UWSN Classy Virtual Birthday Fundraiser
- Virtual Bike-a-thon or 5K run/walk
- Facebook WAFFLE Time Raffles
  - Options: Amazon Card, Dominos, Lowes, Target, etc.
- Subscription Service (Peloton, Netflix, etc).
- Coupons or gift certificates
- Dinner, lunch, or a round of golf with the CEO
- Dress down days
- Movie or sports tickets
- Mugs, t-shirts, key chains, etc.
- Prime parking spaces
- PTO- hour, half, or full day
- Sleep-in-late or leave-work-early days
Campaign Theme and Thank You Ideas

Campaign Theme Ideas:

- Broadway/Hollywood/ Movies
- Carnival/Mardi Gras
- Decades/History
- Hawaiian/ Beach/ Exotic Locales
- James Bond/Detective
- Music
- Olympics
- Pirates/Cowboys
- Sports/Local Teams
- Superheroes

Post Campaign Thank You Ideas:

- Donuts/Ice Cream Social
- Delivered and in-office lunches
- Casual jeans day
- Appreciation notes on desks/ emails
- Leadership Dinner
- Raffle
FAQs

What does United Way of Southern Nevada do?

We bring the community together to build pathways out of poverty. With the help of donors like you, we create positive change and support the entire community, not just one cause.

Since 2018, we have created incredible results for Southern Nevada like:

- 2,219 children received a high-quality pre-kindergarten education.
- 9,042 students received support to graduate high school
- 1,253 people received job training and coaching to find a good job.
- 485, 520 individuals received housing, food and utility assistance.

Why should I donate to United Way of Southern Nevada (UWSN)?

United Way of Southern Nevada (UWSN) stands at the center of our community to provide solutions to Southern Nevada’s toughest problems. We make sure individuals, children, and families can succeed from cradle to career and take immediate steps to support Southern Nevadans through times of crisis. As a nonprofit organization with over 63 years of experience in uniting our community, we bring together donors, nonprofits, companies, and volunteers to create positive change.

Why should I give through United Way of Southern Nevada?

Now more than ever, United Way of Southern Nevada needs your help to do what we do best – help our community recover and rebuild for the future. UWSN has the experience and community-wide support to bring people, organizations and resources together to help Southern Nevada thrive. By giving through UWSN, we can direct your gift to those who need it most and create the greatest impact for our community.

Is my gift tax-deductible?

YES! UWSN is a federally registered 501(c)(3) not-for-profit corporation. Donations to United Way are tax deductible to the extent allowed by an individual’s or corporation’s circumstances. Please consult with your tax advisor and keep a record of your gift.

Will the money I give to United Way stay in my local community?

Yes. The money raised in Southern Nevada stays here, unless you, as the donor, request that it be sent elsewhere.

Are there other ways I can contribute to United Way?

YES! Please join us and GIVE, ADVOCATE, and VOLUNTEER. There are options available for you to use your skills and passion to change lives with United Way of Southern Nevada. To find out more about volunteering, please visit uwsn.org/volunteer.

You can give back by volunteering your time with United Way of Southern Nevada! You can find individual volunteer opportunities on UWSN’s Volunteer Connect at volunteer.uwsn.org, or rally your team to volunteer through a customized group volunteer project at uwsn.org/groupvolunteer.