

CAMPAIGN GUIDE

Steps to Success

*8 tips for running a successful
United Way Campaign*

Underneath everything we are -
Underneath everything we do -
We are all: Connected – Dependent - United.
And when we reach out a hand to one, we can
influence the condition of all.
That's what it means to **LIVE UNITED.**

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED™



Congratulations

and Welcome to United Way!

Imagine...

changing the course of a child's life...

Imagine...

making a difference to someone who is sick, disabled or terminally ill...

Imagine...

helping your neighbor provide basic needs like food and shelter.

Your dreams are now reality!

You are now a part of a group of caring individuals who positively impact thousands of people throughout Davie County.

How are you going to make a positive impact?

By asking one simple question: "Will you please consider giving to United Way?" *The number one reason people mention for not giving to United Way is that they are not asked.* This puts you in a unique position as the Employee Campaign Manager (ECM) for your organization.

The information provided 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 organizations needs or interests.

We want you to have a successful campaign and we are here to help! If you have any questions or are in need of any materials, please call your United Way office at 751-0313.



Why United Way?

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United Way makes a difference in Davie County. Contributions are working year-round building a brighter future for our children, enriching the lives of our elderly, giving hope to those who are hurting, strengthening families and so much more. By contributing to United Way, you are making a commitment to care about the lives of your family, friends and neighbors.

United Way works because it is:

Local

Your donation works here in our community, touching one in three people in Davie County each year. That makes United Way the best way to help the most people.

Efficient

Through the extensive use of community volunteers, a small staff and a commitment to this community, United Way is able to maintain a low overhead. United Way is the most efficient way to help the most people.

Accountable

Trained volunteers review agency programs and budgets. United Way makes sure your gift supports programs that have proven they are making a difference in our community, making United Way the smartest way to help the most people.

Expert

United Way is a proven, organized system that continuously evaluates our community's diverse needs and directs funds to those areas that will have the most positive impact in our community, making United Way the expert in helping the most people.

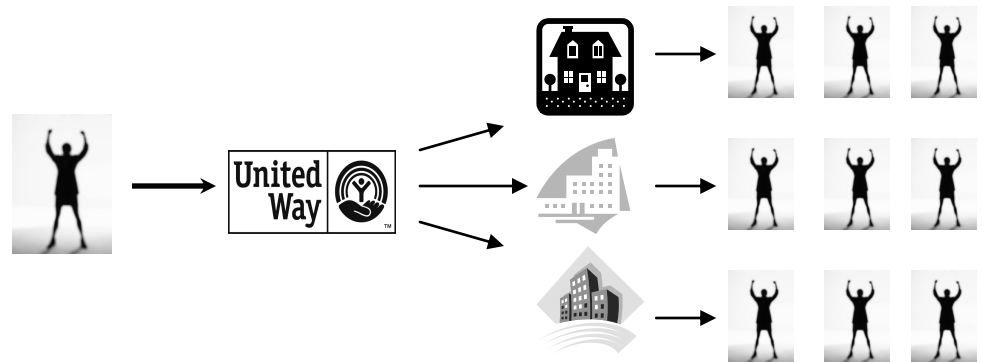
Mission Statement:

The mission of the Davie County United Way is to advance the common good of Davie County by uniting the resources of the community to identify and address the most pressing human needs.



How Does It Work?

- 1** You contribute to the Davie County United Way.
- 2** Trained United Way volunteers study local programs in the community to determine where the money is needed and will do the most good.
- 3** Davie County United Way combines your gift with the gifts of your friends and neighbors to distribute to the community.
- 4** Davie County United Way and its funded programs assist our neighbors in need.
- 5** Positive changes begin to occur in the lives of those less fortunate and our community becomes stronger.



The Community Care Fund

When you give to the Community Care Fund, you take advantage of Davie County United Way's greatest strength. Knowledgeable, trained volunteers carefully distribute funds to the programs and services meeting the most critical needs in our area. The Community Care Fund is the most effective way for your dollars to make a difference in addressing our community's most pressing needs. However, if a donor has a specific interest, we will honor designations to individual United Way Agencies or to our three service areas:

- Education
- Income
- Health



Employee Campaign Managers

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Job Description

Title: **Employee Campaign Manager (ECM)**

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

Accountability: **The ECM reports to his/her CEO.**

Responsibilities:

- Work closely with your CEO or Manager and United Way staff to develop an effective campaign plan, including dates, goals, etc.
- Recruit and coordinate a team of volunteers to assist you.
- Request agency speakers and tours through United Way
- Coordinate the distribution and collection of campaign materials
- Coordinate your company or organization's kick-off and recognition events.
- Promote the campaign throughout your company.
- Encourage fair-share and leadership giving in your campaign.
- Encourage volunteerism among your co-workers.
- Educate your co-workers about Davie County United Way.
- Attend Davie County United Way kick-off, report meetings, and victory celebration. You can invite your co-workers.
- Invite everyone to give. Make a gift yourself.
- Make your company campaign fun.
- Complete your campaign by giving a final report and pledge forms to Davie County United Way staff.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year. Don't forget to keep a folder for next year's campaign! You or your successor will be glad you did.



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1. Get Started

- Read and understand the Employee Campaign Manager (ECM) job description.

- Visit a United Way agency.
- Review United Way materials.
- Meet your United Way staff person.



2. Know Your Organization

Knowing your organization's United Way history gives you a place to begin.

- Talk to last year's ECM. Find out what worked and what didn't work in your organization.
- Work with your CEO or Manager to set an aggressive campaign goal based on the number of employees you have and last year's campaign performance.

3. Enlist Support

This job is much easier and more fun when you have some help.

- Your CEO or Manager's enthusiasm can be contagious. Ask him or her to write a personal letter of support to all employees. Sample letters can be obtained from your Davie County United Way staff.
- Recruit a committee representing all of the departments in your organization.
- Ask your CEO to appoint next year's ECM to work with you.



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4. Decide on a Solicitation Style

- Decide on the best method of approaching fellow employees; individually, in a group or both.
 - *Group Solicitations:* Employees are brought together to hear the United Way message and are then asked to fill out their pledge cards at the end of the presentation. Group solicitation allows for the best use of time and, because employees hear a uniform message, less follow up is required.
 - *Individual Solicitation:* This is a one-on-one ask for an employee to make a gift. This style involves more employees but personalizes the campaign and affords you a greater opportunity to answer individual questions.
 - *Both:* Hold one group meeting or a series of meetings and use the one-on-one solicitation as a means of follow-up for those who couldn't attend a group session.

Emphasize leadership giving (for personal gifts of 500 or more): Hold a separate group meeting for all management and professional employees prior to the employee campaign to set the pace. If this is your first campaign, ask your United Way staff person for some extra assistance with this group meeting.

5. Promote Your Campaign

By promoting your campaign, you encourage others to get involved.

- Use United Way brochures, posters and thermometers to build awareness of the upcoming campaign. United Way provides these at no cost to you organization.
- Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools.
- Increase employee awareness by creating competition between departments. Prizes and incentives can also create interest.
- Order items from the United Way catalog – pens, t-shirts, etc. depending on your budget.



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6. Educate

- United Way has many resources available to help you run an effective campaign. Campaign videos, speakers and agency tours are excellent ways to show how United Way dollars are working in our community and can enhance the effectiveness of your campaign meetings. These all help “ask” for you.
 - **Videos:** United Way’s campaign video is a great addition to your meeting. The video is produced locally and highlights people living in our community who have benefited from United Way. Order the video with your campaign supplies.
 - **Speakers:** United Way and/or agency representatives or clients who have received services from a United Way agency are available to speak at your organization and are eager to share their stories. A five-minute presentation by one of these speakers will personalize your employee meeting.
 - **Tours:** Motivate employees to give by providing a firsthand look at how contributions make a difference in our community. Tours of United Way Agencies significantly impact the results of an employee campaign. Tours usually last about 30 minutes plus travel time per agency and can be arranged to accommodate your employees’ schedules.

7. Implement Your Campaign Plan

Schedule a short, intensive campaign. A two-week campaign has proven to be the most effective. Short campaigns keep the momentum and enthusiasm high.

- Give. It’s easier to ask others to give when you are already giving.
- Use personalized pledge cards to make sure everyone has an opportunity to contribute. Get help from data processing.
- Conduct an employee kick-off celebration. Use the United Way campaign video in your meetings to make employees aware of the services provided locally.
- 100% Ask. Make sure every employee is asked to give. Don’t forget employees who work off-site, travel extensively or are on alternate shifts.



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8. Report Your Results & Say “Thank You!”

- It is very important to report your results to United Way as soon as possible following the completion of your campaign.
 - *Make sure all pledge cards are returned.* Turn all payroll deduction cards into your payroll office.
 - *Summarize all campaign information on the report envelope.* Enclose cash, checks, and copies of pledge cards and designation forms.
 - *Call United Way to pick up your report envelope.*
- The most important step in the United Way Campaign is thanking those who gave. By making the givers aware of the importance of their contributions, you not only show appreciation, but encourage future giving as well. Here are some thank you ideas:
 - Report final campaign results to employees.
 - Post thank-you messages **BOLDLY** in highly visible areas.
 - Have CEO send thank-you letters to the campaign team and employee givers.
 - Host a campaign-ending event with free refreshments, entertainment and any awards.
 - Recognized significant achievements by individuals, groups or departments within the organization.

Concerns and Objections

You may encounter people who object to contributing to United Way. Remember that objections are a part of the campaign and offer you an opportunity to present more information. Here are some insights into the psychology of objections and suggestion for handling them:

- Objections are not personal.** They are not directed at you.
- Objections are often based on incorrect information.** You must try to identify the real issue.
- Show sympathy.** Listen carefully and show your concern.
- Don't argue.** Instead, offer information about how United Way helps people or offer to discuss the issue further after the group meeting.
- Don't be afraid to say you don't know.** Let those with questions



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