



**UNITED WE FIGHT.  
UNITED WE WIN.**

**LIVE UNITED<sup>®</sup>**

## **Employee Campaign Manager Guide**

UNITED WAY FIGHTS FOR THE  
**HEALTH, EDUCATION AND  
FINANCIAL STABILITY** OF EVERY  
PERSON IN CENTRAL FLORIDA.



Heart of Florida United Way



As an Employee Campaign Manager (ECM), you are crucial to the success of United Way. Without you, we could not adequately tackle our community's most daunting problems. The dollars you raise this year will help hundreds of thousands of people access services they desperately need to improve their lives. But you are more than just a fundraiser. You're a hand-raiser – a game-changer.

Being an ECM means spending time distributing materials, organizing events and spreading word about the importance of United Way for our community. But it's not just about United Way, we want you to benefit too! During your campaign, you can expect to:

- Become more connected to the people in your company.
- Strengthen relationships with your co-workers.
- Demonstrate your leadership skills.
- Network with others in the community through United Way training and events.
- Give back to the community.
- Have fun!

Whether this is your first time as an ECM, or you have coordinated your workplace campaign multiple times, this guidebook will help you get the most out of the campaign. We thank you for uniting with us to fight for the health, education and financial stability of every person in Orange, Osceola and Seminole counties.



Live United,  
  
Jeff Hayward  
President & CEO  
Heart of Florida United Way

**For more information, call 407-835-0900.**  
**You can also visit us online at [www.HFUW.org/CampaignHQ](http://www.HFUW.org/CampaignHQ)**



Heart of Florida United Way

# What Does an Employee Campaign Manager Do?

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## Position Description: Employee Campaign Manager (ECM)

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

### Key Responsibilities:

- Attend United Way ECM training.
- Check out United Way's website at [www.HFUW.org/CampaignHQ](http://www.HFUW.org/CampaignHQ). The site includes tools to help you in your role.
- Work closely with your CEO and United Way staff members.
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Request speakers and materials from United Way.
- Coordinate the distribution and collection of campaign materials.
- Coordinate your company's kickoff and recognition events.
- Promote the campaign throughout your company.
- Educate your co-workers about United Way.
- Encourage leadership giving in your campaign.
- Encourage giving of time, talent and resources among your co-workers.
- Attend the United Way kickoff and celebration event. Invite your co-workers.
- Make your company campaign fun!
- Invite everyone to give. Set an example by making a gift yourself.
- Complete your report envelopes and send them with pledge forms to United Way.
- Thank your donors and volunteers.

# Why Implement A Workplace Campaign?

Workplace Campaigns are held at small businesses and large corporations in all industries. During the campaign, CEOs and Employee Campaign Managers (ECMs) encourage employees to help people in the community by donating to United Way. By holding a United Way campaign, you'll be joining the fight for the health, education and financial stability of every person in Central Florida.

<b>Benefits To Employees</b>	<b>Benefits To The Company/Organization</b>	<b>Benefits To The Community</b>
Education: Campaign information about charitable organizations expands employees' knowledge about their community.	Community Leadership: Creates a bond of interest between employer and employee; each knowing the other is working for the community's best interest. Companies prosper in healthy communities and tend to stay and increase their employee base.	Education: Running a campaign provides an easy way to bring a community together conveying educational messages and exposes employees to resources available to them.
Enhanced Employee Relations: Running a campaign provides a way for the employees to improve their community.	Corporate Recognition: Campaigns demonstrate to employees, customers and the public at large that community service, impact and leadership are a company priority.	Expanded Outreach: The workplace provides new and expanded avenues for community outreach, making it easier for more employees to give and take an active part in vital community service activities.
Investment: Companies and their employees may be able to receive tax deductions and/or credits from charitable giving as well as enjoy the ease and convenience of payroll deduction.	Easy Administration: Workplace campaigns are efficient and easy to administer. Payroll deduction is easy for employees and spreads giving throughout the year.	Increased Partnership: Employee campaigns encourage cooperation and collaboration among charitable organizations, as well as between companies and nonprofits. These partnerships help reduce duplication and build more meaningful community coalitions.
Satisfaction: Allowing employees to donate to an organization that address issues that are important to them, provides greater employee satisfaction.	Improved Customer Relations and Loyalty: Market research shows that customers are likely to purchase goods and services from companies that support their local community.	Delivering Impact and Getting Results: Funds raised during workplace campaigns go directly back to the community to improve lives.
Workforce Development: Running a campaign provides leadership opportunities for the campaign committee and event leaders as well as those aligned with affinity groups that empower employees to create new strategies to reach their networks.		

# 10 Steps to Success

## 1. BECOME AN INFORMED CHAMPION

The more you know about United Way, the more impassioned and the more credible you become with co-workers.

### Our Mission

Heart of Florida United Way fights for the health, education, and financial stability of every person in Central Florida.

### Overview

Founded in 1939, Heart of Florida United Way is Central Florida's largest supporter of local health and human service agencies. It also operates the United Way 2-1-1 Information and Assistance helpline, the Orlando United Assistance Center, the EITC tax credit initiative, Veterans Mission United, Destination Graduation, the Volunteer Resource Center, Gifts-in-Kind Center, the Ryan White Part B/General Revenue Program and Emergency & Homelessness Services.

United Way is focused on prevention and finding long-term solutions for pressing problems. Known as Investing in Results, this philosophy is guiding our work to move the needle in these critical impact areas:



Education



Financial  
Stability



Health



Basic Needs

Heart of Florida United Way funds programs and services that help residents of Orange, Osceola and Seminole counties. Through the generous support of our community, United Way provided financial support to nonprofit organizations last year through the annual allocation process and special initiative funding. Because of these efforts, area residents received essential health and human services from local programs and services.

**For More Information Visit: [www.HFUW.org](http://www.HFUW.org)**

# 10 Steps to Success

## 2. INVOLVE YOUR CEO AND UPPER MANAGEMENT

Participation of upper management is essential for a successful campaign. You already have their support, or you wouldn't be conducting a workplace campaign. So leverage that support in ways that can boost the credibility and importance of your effort.

- Ask them to approve a campaign committee and executive sponsor or champion.
- If possible, ask for a corporate gift or match of employee giving to add to your campaign total.
- Consider sponsoring a United Way event, such as the Chef's Gala or Women United Luncheon.
- Ask them to personally endorse the campaign during your presentations or with a letter to employees (see example).
- Ask them to approve incentives or activities that can be used during the campaign

### Sample Letter: Campaign Kickoff letter from the CEO

*Dear (EMPLOYEE NAME):*

*During the coming weeks, (WE OR COMPANY NAME) will conduct our annual fundraising campaign to support Heart of Florida United Way and our community. By making a gift to United Way, you change lives and impact thousands of people in Orange, Seminole and Osceola counties. I wholeheartedly endorse the campaign.*

*Think about what it takes to have a quality life. Good health for you and your family, steady income that provides stability, education for a better future and the knowledge that if an emergency happens, you have some place to turn.*

*Heart of Florida United Way fights for the health, education and financial stability of every person in Central Florida. I believe that we win by Living United.*

*Please consider supporting United Way by giving, advocating, and volunteering your time to help change the lives of those in need.*

# 10 Steps to Success

## 3. FORM A CAMPAIGN COMMITTEE

Don't feel like you have to "go it alone." In fact, the larger your workplace, the more important it is to recruit some help. The more people you have helping on your campaign, the better your ability to reach more people. It also means LESS WORK FOR YOU!

- Ask a friend at work to be co-coordinator.
- Recruit people from all areas of your organization.
- Include people with United Way experience, if at all possible.
- Find people who are well-liked and respected by co-workers.
- Ask your United Way Relationship Manager to help you plan and use best practices.



# 10 Steps to Success

## 4. DEVELOP A PLAN

### Be Prepared

Create a plan of action that ensures all co-workers are educated about United Way and are asked to give. The plan should include obtainable goals for your workplace to achieve and ways to measure the success of your efforts.

- **Understand Your Untapped Potential**  
Work with the United Way Relationship Manager to determine areas where opportunities for growth exist in your workplace campaign.
- **Establish Campaign Dates and Develop a Realistic Plan to Achieve Your Goals**  
The period of direct solicitation during the workplace campaign can vary – from one week to a few months – and determined by the organization’s leadership. However, it’s important to know the campaign doesn’t just “happen.” Be sure to choose which of the best practices and “fun-draisers” you will employ and prepare for them. Schedule United Way and/or agency presentations in advance and plan the marketing efforts that will enhance your campaign.
- **Set a Participation Goal**  
To ensure that co-workers do not feel pressured, it is not recommended to set a participation goal above 80 percent. Set a dollar amount goal by reviewing last year’s average gift and set a realistic monetary goal. Increasing participation will help you reach the monetary goal.
- **Set a Goal of 100 Percent Ask**  
Make sure that everyone receives a pledge form or can access an online pledge website form. The most effective way is through distribution of pledge forms and brochures during United Way presentations at staff meetings. Contact your United Way Relationship Manager to have your pledge form customized.
- **Set a Goal of 100 Percent Pledge Form Collection**  
This ensures that everyone has at least CONSIDERED a gift to United Way and made a decision. It does not mean that they should be forced to give. Set a deadline for forms to be returned and ensure that all pledge forms, even if not filled out, are collected.

*A blank copy of the One-Page Workplace Campaign Plan and sample campaign timeline are provided on the next pages to help you get started.*

## United Way Workplace Campaign – One Page Plan

Company Name:		
Corporate Social Responsibility/Community Involvement Focus:		
Workplace Campaign Dates:		
Campaign Goals: (\$ / Participation %) 1.  2.  3.	Strategy: (How to Win)	Action Plan: (What to Do)
Campaign Committee:		
Executive Champion(s):		
ECM(s):		
Committee Members:		
UW Relationship Manager:		

## Campaign Timeline

### 8 – 6 WEEKS BEFORE KICKOFF

- Meet with and obtain CEO commitment for your upcoming campaign. Schedule campaign dates on your CEO's calendar. At minimum, schedule the actual campaign for two weeks or one payroll period.
- Obtain pledge forms or set up an e-pledge site. Provide details to United Way if you want customize forms.
- Solicit incentive items.

### 6 - 4 WEEKS BEFORE KICKOFF

- Establish a campaign committee representative for each department within your company.
- Contact a United Way Relationship Manager and discuss ways he/she can help, request campaign materials.
- Schedule company meetings.

### 4 - 3 WEEKS BEFORE KICKOFF

- Establish a campaign timeline so everyone is on the same page.
- Review previous year's campaign and decide what ideas to repeat and which to re-evaluate.
- Ask your CEO to issue a letter to employees announcing campaign dates and details.
- Notify all department supervisors of campaign dates and ask for their support in having employees attend campaign meetings.

### 2 -1 WEEKS BEFORE KICKOFF

- Hold company Leadership giving and supervisor meetings prior to the employee meeting.
- Work with United Way to arrange speakers, streaming presentations/videos.
- Promote the campaign by hanging posters on bulletin boards, issuing e-mails and distributing fliers. Include a campaign stuffer with one or two paychecks or employee mailings leading up to the campaign.
- Publish information about the upcoming

campaign and incentives in company newsletter.

- Post a friendly e-mail message to everyone alerting them to the upcoming campaign.
- Purchase/order refreshments in preparation for your kickoff.

### WEEK OF CAMPAIGN KICKOFF

- Hold an organization-wide event to build enthusiasm and start the campaign.
- Distribute pledge forms and promote 100 percent form return.
- Post campaign tracking charts and update them daily.
- Make sure to follow-up with past contributors who have not yet responded.
- Schedule company activities to promote awareness and excitement of campaign.
- Display your support and excitement of the campaign by the committee wearing LIVE UNITED T-shirts.

### 1- 2 WEEK(S) POST CAMPAIGN

- Tally final campaign results.
- Ensure that all pledge forms have employee signatures.
- Meet with your CEO and report results.
- Announce final results to employees and thank them for their support.
- Conduct final meeting with campaign committee and choose a chairperson for next year.
- Check all pledge forms; making sure that any write-ins include a federal tax ID number.



# 10 Steps to Success

## 5. GATHER ESSENTIAL CAMPAIGN MATERIALS

*Need some information fast? How about a brochure, form letter, impact story or other resources to help you manage your campaign?*

*Visit [www.HFUW.org/CampaignHQ](http://www.HFUW.org/CampaignHQ) or contact your Heart of Florida United Way Relationship Manager to find these materials and more.*

**WHO WILL TACKLE  
CENTRAL FLORIDA'S MOST  
DAUNTING PROBLEMS?**

**LIVE UNITED**

UNITED WAY FIGHTS FOR THE  
HEALTH, EDUCATION AND  
FINANCIAL STABILITY OF EVERY  
PERSON IN CENTRAL FLORIDA.

Heart of Florida United Way

**UNITED WE FIGHT.  
UNITED WE WIN.**

2015-2016

UNITED WAY FIGHTS FOR THE  
HEALTH, EDUCATION AND  
FINANCIAL STABILITY OF EVERY  
PERSON IN CENTRAL FLORIDA.

Heart of Florida United Way

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HEALTH, EDUCATION AND  
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OF EVERY PERSON IN CENTRAL FLORIDA.

**HOW YOUR DOLLARS HELP:**

	HEALTH	EDUCATION	FINANCIAL STABILITY	BASIC NEEDS
<b>\$5 a week</b>	Helps provide and maintain care for the elderly.	Provides a student with tutoring, transportation, and other critical program support during the summer.	Provides financial counseling for seniors who want to make their retirement funds last longer.	Provides a week's worth of groceries for 10 hungry families, including children and seniors.
<b>\$10 a week</b>	Helps provide one week of care for those in need through group classes.	Makes an adult over the 65 and over and a full-scholarship educational opportunity.	Keeps a woman in housing by allowing her to make a \$100 down payment on a new apartment.	Provides a household with a week's worth of groceries and household supplies.
<b>\$20 a week</b>	Provides a student with a week of care for those in need through group classes.	Keeps an adult over the 65 and over and a full-scholarship educational opportunity.	Keeps a woman in housing by allowing her to make a \$100 down payment on a new apartment.	Provides a household with a week's worth of groceries and household supplies.
<b>\$50 a week</b>	Provides a student with a week of care for those in need through group classes.	Keeps an adult over the 65 and over and a full-scholarship educational opportunity.	Keeps a woman in housing by allowing her to make a \$100 down payment on a new apartment.	Provides a household with a week's worth of groceries and household supplies.

United Way logo

www.HFUW.org

Heart of Florida United Way

# 10 Steps to Success

## 6. HOLD EMPLOYEE MEETINGS

### Make the Ask

Do you know the number one reason why people say they don't give to United Way? It's because they weren't ASKED TO GIVE! That's why your job as an employee campaign manager is to ensure that EVERY person in the workplace is formally asked to give. So how can you plan to ask each individual team member and do it effectively?

- Think first about how effective your "point-of-contact" moment is going to be. The instant each person receives their pledge form. In most instances, a person will make the decision to give or not within 10 seconds of receiving that pledge form or clicking on their e-pledge email link. How inspired will they be to give at that exact moment?
- People give to people. The most effective "asks" include an education piece along with the human element, the personal touch of a face-to-face plea. At the very least, include a story, an e-mail, or a letter explaining why their gift is needed.
- Ask for a completed pledge form from every co-worker. Whether they give or not, if they fill out the form, we know they've been presented with the information and have made a conscious decision to participate. Asking for a completed pledge form from every co-worker is not pressuring anyone to give. It is simply ensuring that you, as the employee campaign manager, did your job of making the opportunity available to everyone.

### Let Us Do It For You!

- Find the time to schedule a 10-minute United Way presentation. This could occur during already scheduled staff meetings.
- We can do presentations for as few as five people or as many as 2,000; tailoring it to the company's philanthropic priorities.
- Presentations can include the following elements:
  - New messaging about United Way's strategic work in our community
  - A PowerPoint presentation
  - Viewing our campaign video
- The advantages of holding a group meeting:
  - Our statistics show that workplaces that invite United Way in to do a formal presentation for staff members consistently raise more money than those that do not.
  - The positive spirit and educational approach of the group meeting fosters a greater spirit of giving in a greater number of people.
  - The United Way message is presented in a consistent manner to the workforce.

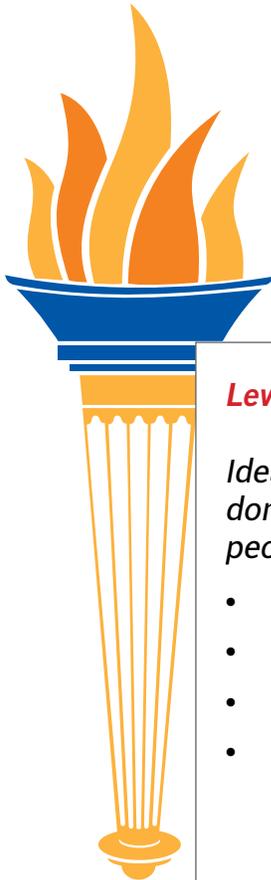
## What to Touch On in the Employee Meetings

- **Giving levels**
- **Goals**
- **Deadlines**
- **Internal incentives**
- **Internal fundraisers**



**“Ann and I believe in the work that Heart of Florida United Way does to support the critical needs of families in the areas health, education and financial stability.”**

David Fuller, Heart of Florida United Way Board Chair and President, SunTrust Foundation and his wife Ann have been passionate supporters of United Way for over 10 years.



### **Levels of Giving**

*Ideally, ask the employee how many checks/deductions their donation would come from, so that you can say exactly what people could give per week to get to the various giving levels.*

- *Leadership Gift - \$1,000 or more*
- *Women United Membership - \$1,000 or more*
- *Fair Share - One hour's pay per month*
- *Designations - Briefly explain that donors can designate their gift if they so choose. They can designate by impact area, or specific Agency Partner.*

<i>Alexis de Tocqueville Society</i>	<i>\$10,000 and above</i>
<i>Platinum</i>	<i>\$7,500 - \$9,999</i>
<i>Gold</i>	<i>\$5,000 - \$7,499</i>
<i>Silver</i>	<i>\$2,500 - \$4,999</i>
<i>Pewter</i>	<i>\$1,500 - \$2,499</i>
<i>Bronze</i>	<i>\$1,000 - \$1,499</i>

# 10 Steps to Success

## 7. BEST PRACTICES

Don't reinvent the wheel! The ideas, incentives and best practices on the following pages have been used in most companies running successful United Way campaigns.

### **Communicate Year-Round**

Don't wait for the annual campaign to start talking about United Way! Communicating with employees throughout the year will keep them involved, help them understand how their dollars are making a difference and demonstrate your organization's commitment to United Way. Below are best practices and ideas shared by Employee Campaign Managers from a wide variety of organizations.

**Incentives:** Create campaign incentives that require monthly attention (i.e. a parking space raffle or a "United Way Supporter of the Month" Club).

**Thank employees "off" campaign time:** Don't forget to provide an example of

what their contributions mean to the community. Use a short success story or provide outcome measurements that match employees' interests (United Way staff will be happy to provide this information to you).

**United Way newsletters, website and social media:** Distribute the United Way newsletter and website information through e-mail or post on bulletin boards. Ask a United Way staff member for this information. Stay up-to-date on United Way and join the conversation by following Heart of Florida United Way on social media.

**Issues of the Month:** Create interest through efforts such as Issues of the Month and display facts about how United Way is making a difference in our community in lunchrooms or break rooms.

**Volunteer opportunities:** Post volunteer opportunities on bulletin boards or distribute through e-mail. Post a link to Heart of Florida United Way's

website on your company intranet or encourage employees to log on and search for opportunities by visiting [www.hfuw.org/Volunteer](http://www.hfuw.org/Volunteer).

**Share United Way success stories:** Success stories have the most impact when they are shared by someone we know. Ask your employees to share their success stories or personal testimonies with their co-workers.

**Don't do it alone:** As previously stated, form a committee to help you create and execute a year-round communication plan.

**"Signature Event:"** Generate enthusiasm and interest with a special event held "off" campaign time. Attend the Live United Celebration.



### Promote Employee Attendance at Campaign Meetings

- CEO invitation
- Food or bag lunch
- Door prizes and games for those who attend
- Promote 100 percent employee attendance – “you are scheduled to attend...”
- Focus on 100 percent solicitation, not 100 percent participation
- Incorporate United Way presentations into existing meetings

### Increase Participation

- Food always draws a crowd. Provide refreshments at the United Way presentation
- United Way presentations for every department
- Personal testimony from employee(s)
- CEO endorsement letter
- CEO endorsement at all meetings
- Show the United Way campaign video at meetings
- Use incentives
- Establish friendly inter-department competitions
- Incorporate United Way materials into your new employee orientation packet. Allow new hires to complete a pledge form as part of their on-boarding
- Organize employee volunteer opportunities. Contact the Volunteer Resource Center for ideas

- Expand your United Way committee
- Have a “fun-raiser” to supplement your payroll deduction pledges
- E-mail consistently throughout your campaign highlighting the impact of their United Way gifts
- Post United Way announcements and stories throughout the building
- Payroll stuffers prior to campaign
- Voice mail message to all employees
- Send a written thank-you note to each employee

### Increase the Average Gift:

- Hold a formal United Way or Partner Agency presentation
- Promote a standard of giving (give one hour of pay/month, 15 minutes of pay/week, percent of annual salary)
- Encourage giving through payroll deduction
- Encourage donors to increase their gift by 10 percent or \$1 a week over last year’s pledge
- Focus on Leadership Giving at the \$1,000 level; and promote giving at the \$1,000 level to become involved in Women United (Visit [HFUW.org/CampaignHQ](http://HFUW.org/CampaignHQ) for more information).
- Encourage employees to volunteer
- Establish incentive levels
- Provide impact

statements (available at [www.hfuw.org](http://www.hfuw.org))



**Facebook:**  
[facebook.com/heartoffloridaunitedway](https://facebook.com/heartoffloridaunitedway)



**Instagram:**  
[instagram.com/hfuw](https://instagram.com/hfuw)



**Twitter:**  
[twitter.com/hfuw](https://twitter.com/hfuw)



**Pinterest:**  
[pinterest.com/hfuw](https://pinterest.com/hfuw)



**YouTube:**  
[youtube.com/user/hfuw](https://youtube.com/user/hfuw)

## Campaign Incentive Ideas

### General Ideas:

- Tiered incentive program
- Campaign merchandise from United Way - go to [www.unitedwaystore.org](http://www.unitedwaystore.org) to order
- Tie incentives to payroll deduction
- Time off
- Company match
- Parking spaces
- Tickets to sporting events
- Hats, t-shirts, sweatshirts and other company gear
- Ask vendors to provide incentives (see next page for a sample letter)
- Department challenges - award winner with pizza party
- Car washes by management staff
- Ask employees to donate incentives
- Casual dress days

### Ideas for Incentives Based on \$2, \$4 or \$5 Weekly Pledge

- Company promotional items, such as apparel
- Offer an extended lunch break
- "Flee at 3": allow employees to leave work a little early
- "Sleep-in pass": allow employees to come into work a little late
- VIP parking at work, for a designated timeframe
- Free breakfast or lunch for a week at company eatery
- Extra paid vacation day

### Incentive Ideas for Returning Pledge Form

- Free coffee or soda
- Company logo pen
- Instant lottery ticket
- Seed packets, such as "forget-me-nots" to thank employees for not forgetting about the importance of strengthening our community and supporting United Way.

### Run a Retiree Campaign

- Host a separate retiree meeting with United Way and offer incentives to attendees
- Recruit a retiree to coordinate the effort and ask him/her to serve on your campaign committee
- Solicit through the mail - include endorsement letter, personalized pledge form and a stamped return envelope

### Promote Affinity Group Workplace Programs

By offering ways to GIVE, ADVOCATE and VOLUNTEER, Heart of Florida United Way is uniquely positioned to provide rewarding philanthropic experiences.

**HEART OF FLORIDA UNITED WAY  
WOMEN UNITED®**

### United Way Women United:

A workplace program that revolves around getting women together to learn more about United Way and how they can make a

difference in our community by GIVING, ADVOCATING and VOLUNTEERING through United Way's Women United. Members donate gifts of \$1,000 dollars or more annually.

**Alexis de Tocqueville**  
S · O · C · I · E · T · Y

### Alexis de Tocqueville

**Society:** Your company's current and prospective leadership givers can gather to learn more about how they can help improve lives in our community by GIVING, ADVOCATING and VOLUNTEERING through United Way's Alexis de Tocqueville Society, which honors philanthropists who donate gifts of \$10,000 dollars or more annually.

### Promote Leadership Giving

Did you know that individuals and couples giving \$1,000 or more to United Way each year have become the fastest growing segment of United Way's annual campaign? As an integral part of your workplace giving program, Leadership Giving allows your employees to make a greater impact on the lives of people throughout the Central Florida and sets your organization apart as a leader in our community.

## Invite Others to Join Your Cause

- Get vendors, clients and customers involved.
- 88 percent of Americans WANT companies to tell them the ways in which they are supporting their favorite causes.
- Studies also show that people are more likely to shop in a store or invest in a company that supports United Way.
- Use these stats to your advantage and ask for the support of those you do business with too!
- Invite others to your “fun-draisers”
- If you are having a cookout, a bake sale, a golf tournament or some other event for United Way, why not open it to others beyond your workplace? Invite your customers, vendors, or neighboring workplaces.

### Sample Vendor Letter: (Request for Donated Items as Incentives)

*Dear (NAME):*

*At (COMPANY) we want to join Heart United Way in the fight to improve lives in Orange, Osceola and Seminole counties.*

*As part of our campaign, we are planning several special events for our employees, complete with door prizes and incentive gifts. Specifically, we are planning a (TYPE OF EVENT). Would you consider donating (ITEM) to help our event? Our employees would enjoy having a (ITEM) and this prize would create excitement and fun for those participating. It also would go a long way in helping us reach our United Way campaign goal of (GOAL).*

*If you can provide (ITEM), I will need to have it in hand by (DATE), as our event is (DATE). Any additional merchandise you might wish to donate would be most appreciated!*

*Thank you for your consideration of my request. I look forward to hearing from you.*

*Sincerely,*

*Employee Campaign Manager*

# 10 Steps to Success



## 8. FOLLOW UP

- Ask every employee to return the pledge form whether they give or not.
- Have committee members follow up with those who attended meetings but did not return a pledge form.
- Designate a committee member to solicit anyone who did not attend a meeting.

# 10 Steps to Success

## 9. REPORT RESULTS

- Communicate your campaign results to your entire organization as you move along.
- Collect all pledge forms. Make sure all payroll deduction forms are signed and turned in to your payroll department.
- Summarize all campaign information on the report envelope. Enclose cash, checks, and copies of all pledge forms. Be sure we have enough information to recognize your employees for leadership giving.
- Call your UW Relationship Manager to pick up your report envelope.

### Campaign Report Envelopes

Please complete the appropriate reporting envelope each time you submit pledges and cash/checks. Here is a quick checklist for completing the report envelope. If you have additional questions, call your United Way Relationship Manager.

- ✓ Report results quickly to Heart of Florida United Way (HFUW)
- ✓ Fill out report envelope completely, including signature and date.
- ✓ DO NOT MAIL. Call your HFUW staff person or Loaned Executive, at (407) 835-0900, for pick up.
- ✓ Keep the yellow copy for your records. Donors retain pink copy.
- ✓ All pledge forms must be signed by the employee making the donation.
- ✓ Include all cash and checks with signed pledge forms (Blue Envelope)
- ✓ Include the date when payroll deduction begins on line 1. (Black Envelope)
- ✓ Summarize the total pledges on line 4.
- ✓ Submit a signed pledge form and check for corporate gifts.
- ✓ Enclose payments for all company-sponsored fundraising events. (Blue Envelope)
- ✓ Submit all cards with designations by calendar year-end to ensure designations are honored.

## 10. SAY “THANK YOU”

Saying “thank you” may be the most important element in maintaining the long-term support you’ve worked so hard to achieve. While United Way has a number of ways in which we thank donors, we would like your help to thank donors internally for their participation. Just a small token of appreciation is often enough to convey the message. Here are some ideas:

- Hold a special employee meeting to announce and celebrate your results, ask the CEO to send a letter to all givers, and blanket bulletin boards, lunchroom and employee communications with messages of appreciation.
- Print half-sheet thank you’s on colored paper with the United Way logo and your thank you message. Post them on the cubicles of those who pledged, recognizing them for their generosity.
- Late afternoon reception with snacks for all those who gave.
- Thank your committee members with a special meeting, individual thank you notes or a special note from the CEO.

### *Sample Letter: Thank You Letter at Campaign’s Conclusion*

*Dear Employees:*

*On behalf of Heart of Florida United Way, I extend a heartfelt thanks to each of you for contributing to this community effort. Because of your involvement and support, this year we raised (\$\_\_\_\_\_) for United Way. That is a (\_\_\_\_ PERCENT) gain over last year’s contributions. You really stepped up and delivered.*

*By donating a small portion of your earnings, you have made a huge impact on our community. Your dollars will provide shelter, food, counseling, daycare, job training, education and many other services to our friends and neighbors throughout Central Florida.*

*Thank you again for your donation and your continued community support. We will keep you posted on the United Way success stories that you helped create. Thank you.*





# “Fun-draiser” Ideas

## 24-Hour Bake Sale:

Hold a 24-hour bake sale so employees during a later shift can participate. Baby, Pet or Prom Picture Match Game: Invite employees to try their luck at matching baby, pet or prom pictures of employees. Charge employees to vote and award a fun prize to the person with the most correct matches.

## Back to School:

Relive the glory years of school (without all the homework). Collect school supplies for a United Way agency. Hold a spelling bee with managers versus employees or department versus department. Contestants must spell the word correctly or everyone on the team must pay. The winner gets a prize.

## Bingo:

Sell bingo cards for employees to purchase. Get local stores to donate prizes for all winners. Casual for a Cause: Participate in Casual for a Cause. Employees can pay \$3-5 to wear jeans and dress casually for the day. United Way has stickers you can hand out to employees – visit [www.unitedwaystore.com](http://www.unitedwaystore.com) to order.

## CEO Challenge:

Ask your top executives to challenge the employees to reach a specific fundraising goal. Once the goal is reached, host an event where the CEO celebrates the success in a unique way – like shaving his/her head, working as receptionist for a half-day, cooking breakfast or washing cars for the department with the largest increase.

## Chili Cook-Off Contest:

Employees cook their favorite recipe and enter it into a cook-off contest. A panel of “chili experts” selects the official chili champion. Talk to a hotel representative about donating a weekend stay at their hotel for the winner.

## Coin Wars:

Start a competition with different floors in your office for a free breakfast. You may discover some fun-spirited cheating and late night penny bottle stuffing – with additional donations.

## Competitive Eating Contests:

Find your office’s competitive eating super star. You can either pick a classic food – like hot dogs or donuts – or get creative. Participants have to donate to enter.

## Cornhole Tournament:

Charge an entry fee and set

up brackets like the NCAA tournament.

## Dessert Cart/Bakery Cart:

Wheel a cart of bagels, doughnuts, danishes, cookies, brownies etc. through the office, collecting United Way donations in exchange for the goodies. Everyone wants something sweet after lunch.

## Door Decorating Contest:

Hold a door decorating contest to raise awareness of the United Way campaign. Employees can vote for their favorite by donating \$1. The winning decorators win a pizza party.

## Do You Have Game?

Recruit employees to play a chosen board game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge form.

## Dunk Tank:

Rent a dunk tank for the day. Your employees will have fun and can donate for a chance to dunk their favorite executive.

## Employee Cookbook:

Have employees donate their favorite recipes to be published in a company cookbook. A variation of this theme is to sell suggestion books on golf, gardening, etc. Have

employees' children provide illustrations.

**Executive Car Wash:**

Employees donate \$10 to have their car washed by the organization's VIPs. Request an extra donation for a photo to capture the moment.

**Game Show Mania:**

Divide your staff into four teams that compete in a game modeled after "Family Feud" or "The Price is Right."

**Go for the Gold!**

Bring the Workplace Olympics to your office! Use everyday office items for the competition (like office chair races and wastepaper basketball) and be creative. Don't forget to give the winners medals (you can make them out of paper clips)!

**Guess the Number:**

Fill a jar with a large amount of candy pieces, buttons, or some other item. For a donation, co-workers can guess the correct number to win the item.

**Hooping It Up:**

Hold 2-on-2 interdepartmental basketball tournaments, using a portable basketball hoop in the main lobby. Employees can "bet" on which team will win. Everyone who bets on the winning team can be entered into a raffle to win the hoop.

**Ice Cream Social:**

Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

**Jump Rope Contest:**

Contestants pay \$5 entry fee. Observers pay \$1 to wager on who they think will last the longest jumping rope. The winner is the one who last the longest without messing up.

**Mardi Gras:**

Everyone loves a party – so why not model your campaign after the biggest party in the world? Invite a jazz band; hold a "float" contest using regular office supplies, sell beads and/or host a Cajun potluck.

**Push Up Contest:**

Ever want to find out who the strongest person in the office is? Contestants pay \$5 entry fee. Observers pay \$1 to wager one who they think will do the most pushups. The winner is the one that does the most pushups.

**Scavenger Hunt:**

Employees have to find unusual items around the office or the neighborhood.

**Silent Auction:**

Gather gift items and create bid sheets, being certain to provide a minimum bid for each item. Have pictures of all items so that everyone is able to see the items available.

**Slipper or Shorts Day:**

Have employee pay \$1 (your choice) to be able to wear their slippers or shorts to work. Great for employees working in a call center.

**Snack Cart:**

Go from workspace to workspace with baked goods or candies.

**Sports Team Day:**

Have employee pay \$1 (your choice) to be able to wear their favorite sports team apparel.

**Tailgate Party:**

Create a sports theme party to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips, soda and play a game of flag football.

**Tricycle Races:**

Set up a challenging tricycle course for executives at the office. Employees can "bet" on the winner.

**Waffle/Pancake Breakfast:**

Sell tickets and have people sign-up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria. Don't forget bacon and sausage!

**You've Got Talent:**

Find your company's hidden talent by hosting a talent show in your conference room at lunch or after work. Make sure that the executives are on board – and that they have some good acts!

For more information,  
call 407-835-0900.  
You can also visit us online at  
[www.HFUW.org/CampaignHQ](http://www.HFUW.org/CampaignHQ)

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**HEALTH, EDUCATION AND  
FINANCIAL STABILITY** OF EVERY  
PERSON IN CENTRAL FLORIDA.



Heart of Florida United Way