

**GIVE. ADVOCATE. VOLUNTEER.**



**EMPLOYEE  
CAMPAIGN  
MANAGER  
TOOLKIT**

**Celebrating 54 Years  
in Portage County**



**United Way of Portage County**

You're an

# Employee Campaign Manager?

**THAT'S A REALLY BIG DEAL!**

Welcome to the United Way team! Your company is passionate about making Portage County a better place to live, work and play. That's why your workplace provides employees the opportunity to donate to causes that matter to them through United Way payroll deduction. Through collective generosity, we can all work together to continue to care for every generation by making a stronger, healthier community.

As an Employee Campaign Manager, you'll have an array of support materials to guide you each step of the way. And when the campaign is over, you can count on United Way as your year-round partner for volunteer opportunities, advocacy and community involvement.

This toolkit is your basic guide for how to prepare, plan, conduct and conclude your company's campaign. We offer you ideas, strategies and resources to help make your campaign a success. And remember, United Way staff and volunteers are here to help in any way we can. Our nonprofits have been there for our community through thick and thin; it's time to lead the way for them!



## Key Dates For 2023-24 Campaign

- ★ **NCAA Watch Party**  
Noon to 5 p.m. March 21, 2024 at Ray's Place in Kent
- ★ **Reverse Raffle Fundraiser**  
April 18, 2024 at Ravenna Elks Club
- ★ **Day of Caring**  
June 21, 2024
- ★ **Campaign Ends**  
June 30, 2024
- ★ **Golf Classic**  
Tentatively set for September 2024 at Windmill Lakes Golf Club



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# What is United Way?

United Way of Portage County is a 54-year-old nonprofit organization serving every community in Portage County. United Way funds 40 local programs serving Portage County residents to provide a better quality of life for people experiencing challenges and hardships.

## HOW WE INVEST YOUR DOLLARS:



### Critical Needs

Combating food insecurity, homelessness and other basic needs to help people escape poverty.



### Youth Education

Ensuring access to quality programs that prepare children for learning. Protecting and bolstering our youth for long-term success.



### Public Health

Improving access to healthcare services and ensuring safety from domestic violence.



**YOUR GIFT  
STAYS 100%  
LOCAL!**

**SUPPORTING**

**40**

**programs and  
services in  
Portage County**

**HOW IT MAKES A DIFFERENCE:**

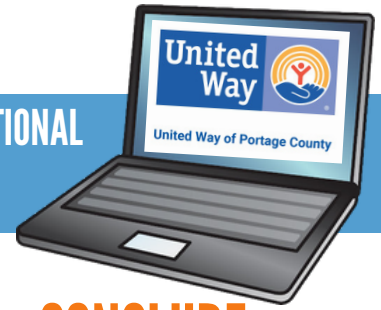
## TALKING POINTS

**United Way supports local people.** When you donate to United Way of Portage County, you provide members of our community access to basic essentials, education, financial stability and health care.

**A unique position to help.** No other organization has the scope and expertise to unite and mobilize hundreds of human service agencies, businesses, government, volunteers and foundations around a common vision for the common good

**Together, we can do more than any of us can alone.** Through United Way, your contribution joins with those of others to have a more meaningful impact.

# Campaign Checklist



ACCESS VIDEOS, EMAIL TEMPLATES, POSTERS, IMPACT STORIES, PLEDGE FORMS, AND ADDITIONAL WORKPLACE GIVING TOOLS AT [WWW.UWPORTAGE.ORG/WORKPLACE-CAMPAIGN](http://WWW.UWPORTAGE.ORG/WORKPLACE-CAMPAIGN)

## PLAN

- Secure support from CEO or senior management. Bonus: We encourage senior management to participate in campaign kickoff events.
- Recruit a team and assign roles and responsibilities to each team member.
- Establish goals: dollar amount, number of leadership donors and participation percentage.
- Create a timeline for campaign activities that are fun and engaging.
- Begin promoting the campaign dates and activities to your workplace.
- Don't forget to communicate dates and activities to your United Way representative.

## CONDUCT

- Host a campaign kickoff event.
- Distribute pledge forms, brochures, flyers and posters.
- Discuss the online giving platform.
- Send reminder emails to maintain enthusiasm; include updates and success stories. Utilize the email templates and videos in this playbook.
- Host in-person or virtual special events. See page 6 for ideas.
- Review incoming results and follow up with employees and past donors.
- Send communication reminders.
- Follow up with past contributors who have not yet responded

## CONCLUDE

- Collect pledge forms and complete the campaign reporting envelope.
- Make copies of pledge forms for your payroll/HR
- Notify United Way representative when results are ready and coordinate pick up of pledge forms.
- Announce and celebrate campaign results to your workplace.
- Thank participants for their support.
- Inform your United Way representative of any retirees from your company.
- Plan your next volunteer or engagement event with United Way at [uwportage.galaxydigital.com](http://uwportage.galaxydigital.com)



# Good to Know!

Here are a few things to keep in mind as your organization gears up to give!

## Tips for a Successful Campaign

### Time it right.

Choose a Campaign Kickoff time when you know your fellow employees will be most engaged

### Get high-level buy in.

When the CEO and senior management are the first to give, other will follow their example.

### Create a corporate match.

Choose a Campaign Kickoff time when you know your fellow employees will be most engaged

### Be visible.

Get on the agenda for scheduled company-wide Zoom calls or departments meetings, or other gatherings.

### Offer Incentives.

Promote incentives, contests or drawings to encourage giving. See p. 6 for list of UWPC prizes available.

### Make it personal.

A personalized ask is best particularly from a friend. Utilize personal connections and communications.

### Promote. Publicize. Plan.

Raise awareness of United Way's work. Send email updates. Form a committee. Count on UWPC's support.

### Thank and celebrate.

Acknowledge those who help. Involve and recruit others who share your passion. Thank them again and again.

### Let the spirit live on!

Opportunities to lead the way don't end when your campaign does. Keep staff posted on UWPC's success!



# Get Staff in the Spirit of Giving!

## Easy Fundraising for Your Campaign

### IT'S TIME TO THINK OUTSIDE THE BOX

#### Guess the Number

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy. This could also be done virtually.

#### "Show Your Spirit" Day

One day during the campaign, encourage employees to show their spirit by wearing apparel from their favorite sports team. One the same day, host your United Way meetings, a potluck or some sort of special event allowing the employees to interact and share.

#### Virtual Trivia

Send an email to invite employees to participate or posting on the company intranet. Inform them of any entry fee to participate and how they can pay. Create questions and answers and post to a digital platform - the first correct answer wins!

#### Carnival

Kick off the event with a carnival-themed party. Employees can participate in traditional carnival games such as ring toss and ducky race. Provide cotton candy and popcorn to the winners. Have an executive dunking booth.

#### Virtual Office Bingo

Distribute printable Bingo Cards to employees who pay to play. Every day of the campaign, email one bingo number to participants. The first one to reply with "BINGO" wins. The bingo game continues until all of the prizes are distributed.

#### Virtual Workout Class

Consider pairing a workout class with an overall health challenge - employees can pay \$5 to enter the challenge and complete a bingo card with different health challenges (such as drinking water, walking a mile, going to the gym, etc.)

### Easy Raffles and Incentives

#### Vacation Day

Raffle off a day of vacation time

#### VIP Parking

Raffle off prime parking spots for a month or year

#### Gift Card Raffle

Raffle of gift cards to local businesses



# SAMPLE COMMUNICATIONS

## Email 1: From CEO, before campaign

Subject line: We need your help.

At <<insert company>>, we are deeply committed to improving the quality of life for people in our community. That's why we participate in the United Way of Portage County campaign. It's one of the ways we create real change, help others, and strengthen our entire community.

When we—as individuals and an organization—support this campaign, things get better. Young people have access to education. Families become financially stable. Older people get the support they need to lead happy, healthy lives.

Your support makes a difference and it is vitally important.

Please hold <<date/time>> on your calendar for our campaign kickoff. I look forward to seeing you there.

Sincerely,

<<NAME>>

<<CEO/President>>

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## Sample Email 2: From Campaign Manager, before campaign

Subject line: Live \*nited (we need U!)

I am so excited to be leading this year's United Way campaign. We will be kicking things off on <<date/time>> and our campaign will wrap up on <<date>>.

We had a great campaign last year and raised <<last year's results>>. This year, I think we can do even better — but not without your help.

I hope you will join me in giving this year. Our community thrives when children succeed in school, when families are financially stable, and when people live healthy lives. Our investment in United Way makes all of this possible.

It takes a community to make a difference and we need you to be a part of it.

Don't forget: We will be hosting a <<campaign kickoff/special event/UW speaker>> on <<date/time>>. I hope you will be there.

Sincerely,

<<Campaign Manager>>

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## Sample Email 3: Mid-campaign email, from Campaign Manager

Subject line: Half-time - are we winning?

I've been having so much fun with the UW campaign that I can't believe its half over! As of this morning, we have \_\_\_\_% of our pledge forms turned in. Thank you to everyone who has pledged their support.

If you haven't gotten your pledge form to me, you have until <<Date of Campaign close>>. Our goal this year is \_\_\_\_, and your support will go a long way in helping us reach that goal.

If you have any questions about the campaign, please don't hesitate to ask!

Sincerely,

<<Campaign Manager>>

*I pledge to*

**LIVE UNITED®**

# NEW HIRES PROGRAM WITH UNITED WAY

Your support of United Way of Portage County funds childhood education, financial stability and physical, social and mental health in our community.

## WHAT IS A NEW HIRES PROGRAM?

One way to increase employee engagement at your company and support our community is by starting a New Hires Program to encourage recently hired employees to sign up for payroll deduction to donate to United Way. A New Hires Program is a great addition to your annual campaign and can be especially helpful for companies who hire employees throughout the year.

## HOW DO I IMPLEMENT A NEW HIRES PROGRAM?

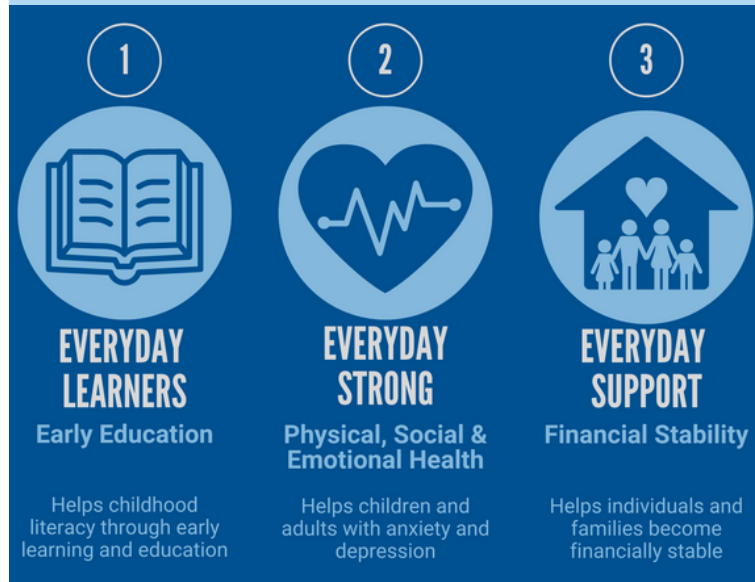
To set up a successful New Hires Program as part of your campaign:

1. Confirm with your company's HR payroll that new employees can sign up for payroll deduction donations and when those new donations will start being deducted.
2. Determine the best way to capture employee pledges. Ask United Way for paper pledge forms or an online pledge form that can be shared all year.
3. In your new employee welcome packet or emails include information about United Way such as
  - a. Directions on how to sign up for payroll deductions or make a one time donation. Include a link to allow employees to sign up easily or include a paper pledge form
  - b. United Way campaign flyers and materials
  - c. A letter from the CEO inviting employees to give and sharing that your company supports community giving
4. During an employee orientation show United Way videos or allow company leadership to speak why your company supports United Way and the community. Be sure to point out materials in the packet and how employees can sign up to give.
5. Create a timeline to follow up with employees after orientation to remind them to sign up by a certain time.
6. Provide both your HR/payroll team and United Way with the pledge forms new employees filled out.
7. Thank your employees for participating

## WHAT INFO SHOULD I SHARE WITH NEW EMPLOYEES?

### What does United Way do?

United Way of Portage County supports Portage County communities in three areas:



### How are your donation used?

100% of your donations to United Way of Portage County go directly to support local programs in Portage County. If you direct your gift to a United Way partner agency or other nonprofit, your donation is directed to that organization. Donations not directed to another nonprofit are used wherever they are needed most in the community to support education, financial stability and health through United Way programs and partner agencies.

### Share a Video

Visit the United Way of Portage County YouTube channel to share a variety of videos about how United Way and employee donations make a difference.

### Welcome Letter

This is a customizable letter that can come from the CEO of your company or the CEO of United Way of Portage County to encourage donations.



## GET CONNECTED

United Way of Portage County has established an interactive platform for volunteers and nonprofit organizations to connect and serve their community together. Through our volunteer center, Get Connected, volunteers are encouraged to sign up and create a profile and mark which charitable causes and interests they are most passionate about. Our convenient system will then match volunteers with opportunities as agencies post needs that meet the interests the volunteer specifies.

Get Connected provides a volunteer resume for volunteers who track their hours through the system. This is a great way to receive documentation and show your hours for scholarship requirements, job applications and community engagement.

Get Connected is mobile-friendly, which provides connecting on the go and long-term relationships. It allows nonprofit organizations to promote their volunteer needs and special events, as well as immediate emails from volunteers who sign up for their opportunities.

Organizations can effortlessly build a database of volunteers and easily communicate and engage with volunteers in a targeted way that's based on their history and interests or skills. All these features can be viewed in reports, which helps the agency best understand how volunteers are engaging with the agency profiles, needs and events.

**Sign up at [uwportage.galaxydigital.com](http://uwportage.galaxydigital.com)**

GET C  NNNECTED  
*with volunteer opportunities*

