Being an Employee Campaign Coordinator is crucial to the success of United Way. Without you, we could not fund the programs that provide needed services in our community. Thank you!

Being a coordinator means spending time distributing materials, organizing events and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits:

- 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.
- Have fun!

Whether this is your first time as a coordinator or you have coordinated your campaign multiple times, this guidebook will help you get the most out of your campaign.

TABLE OF CONTENTS

WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO? ........................................................................................................... 3
BECOME AN INFORMED CHAMPION .................................................................................................................................................... 4
INVOLVE YOUR CEO............................................................................................................................................................................. 6
FORM A CAMPAIGN COMMITTEE ..................................................................................................................................................... 6
DEVELOP A PLAN.................................................................................................................................................................................. 7
ESSENTIAL CAMPAIGN SUPPLIES..................................................................................................................................................... 9
HOLD EMPLOYEE MEETINGS............................................................................................................................................................... 11
CAMPAIGN MESSAGING AND TOOLS ........................................................................................................................................... 12-17
BEST PRACTICES............................................................................................................................................................................. 18-22
FOLLOW UP....................................................................................................................................................................................... 22
REPORT YOUR RESULTS...................................................................................................................................................................... 22-23
SAY "THANK YOU"................................................................................................................................................................................ 23
FUNDRAISER AND SPECIAL EVENT IDEAS .................................................................................................................................. 24-27
UNITED WAY CAMPAIGN AWARDS.................................................................................................................................................. 28
UNITED WAY CONTACTS.................................................................................................................................................................... 29
CAMPAIGN COORDINATOR COUNCIL CONTACTS....................................................................................................................... 30
CALENDAR OF EVENTS ...................................................................................................................................................................... 30
Position Description: Employee Campaign Coordinator

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 coordinator training.
- Work closely with your CEO and United Way staff member,
- 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.
- Encourage leadership giving in your campaign.
- Encourage giving of time, talent and resources among your co-workers.
- Educate your co-workers about United Way.
- Attend the United Way kickoff and celebration event. Invite your co-workers.
- Make your company campaign fun!
- Complete your report envelope and send it with pledge forms to United Way.
- Thank your donors and volunteers.
- Check out United Way's website at uwcr.org. The site includes tools to help you in your role.
- Invite everyone to give. Set an example by making a gift yourself.
1. BECOME AN INFORMED CHAMPION

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

Our Mission
The mission of United Way of the Capital Region is to improve lives in Cumberland, Dauphin and Perry counties by identifying the most pressing community needs, finding solutions to those needs, and demonstrating how these solutions are making a difference.

United for Change – Just the Facts
- United Way lives its mission by working with the community to address the root causes of issues.
- This summer, United Way and our community will launch three new pilot projects in access to health care, school readiness and workforce development and financial literacy opportunities. Projects will be limited in scope initially, but will grow to serve people in rural, suburban and urban areas.
- United Way supports basic needs services to ensure everyone has place to turn to in urgent situations.
- At the same time the organization launches its new community initiatives, United Way will continue to support the great work of its program partners.
- United Way remains a community fundraiser.
- United Way is the “go to” place where volunteers can connect with local opportunities.
- More than 3,700 volunteers help lead every aspect of United Way’s work.

We are hand-raisers, fund-raisers, problem-solvers and community-supporters because this is what it takes to move an individual, a family and a community forward. We are united for change. We LIVE UNITED.
• American Red Cross Serving Central Pennsylvania
• The Arc of Cumberland and Perry Counties
• The ARC of Dauphin County
• Big Brothers Big Sisters of the Capital Region, Inc.
• Boy Scouts of America – New Birth of Freedom Council
• Boys & Girls Club of Harrisburg, Inc.
• Catholic Charities of the Diocese of Harrisburg, PA, Inc.
• Central Pennsylvania Food Bank
• Christian Churches United of the Tri-County Area
• CONTACT Helpline, Inc.
• Domestic Violence Services of Cumberland and Perry Counties
• Girl Scouts in the Heart of Pennsylvania
• Goodwill Keystone Area
• Harrisburg Area YMCA
• Hope Within Community Health Center
• Hospice of Central Pennsylvania
• International Service Center
• Jewish Family Service of Greater Harrisburg, Inc.
• Jewish Federation of Greater Harrisburg
• Joshua Group
• Keystone Autism Services
• Keystone Service Systems, Inc.
• Latino Hispanic American Community Center (LHACC)
• Mid-Penn Legal Services, Inc.
• Neighborhood Center of the United Methodist Church, Inc.
• New Hope Ministries, Inc.
• Perry Human Services
• Pressley Ridge
• The PROGRAM “It’s About Change”
• RSVP of the Capital Region, Inc.
• The Salvation Army Harrisburg Capital City Region
• The Salvation Army Harrisburg Service Extension Department
• Shalom House
• UCP Central PA
• Upper Dauphin Human Services Center, Inc.
• Vision Resources of Central Pennsylvania
• YWCA Carlisle
• YWCA of Greater Harrisburg
2. INVOLVE YOUR CEO

Participation of upper management is essential for a successful campaign. We already have their support, or we wouldn’t be conducting a campaign. So let’s leverage that support in ways that can boost the credibility and importance of our effort.

- Ask them to approve the creation of a campaign committee.
- If possible, ask for a corporate gift or match of employee giving to add to your campaign total.
- Consider sponsoring a United Way event.
- Ask them to personally endorse the campaign during your presentations or with a letter to associates (see examples).
- 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 United Way of the Capital Region and our community. By making a gift to United Way, you change lives and touch thousands of people in Dauphin, Cumberland and Perry counties. I wholeheartedly endorse the campaign.

This summer, United Way is launching three new pilot projects in access to health care, school readiness and work force development. The goal is to move the needle on the most pressing issues facing our community. At the same time, the organization remains committed to basic needs services to ensure individuals and families have a place to turn to in urgent situations.

As a community, we have a chance to help change our community when we raise our hands and support United Way. I believe that when we each do our part, we can make the Capital Region a better place to live, work and raise families. This is how we improve our community. This is how we LIVE UNITED.

Please consider a gift to United Way. It’s a gift that will help change lives.

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 is to reach more people. It also means LESS WORK FOR YOU!

- Ask a friend at work to be an assistant 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.
- If employees at your workplace are members of a union, make sure that you invite representatives from the union to serve on your committee and help plan your campaign.
4. DEVELOP A PLAN

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

- **Understand Your Untapped Potential**
  Work with United Way staff person to determine areas where improvement is possible in your workplace 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. The most effective way is through distribution of pledge forms and brochures during United Way presentations at staff meetings. Contact your United Way staff person to have your pledge form personalized.

- **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.

- **Establish Campaign Dates and Develop a Realistic Plan to Achieve Your Goals**
  While the period of direct solicitation within your workplace should typically take one week for solicitation and one week for follow up, the campaign doesn’t just “happen.” Choose which of the best practices and “funraisers” you will employ and prepare for them. Schedule United Way presentations in advance and plan the publicity efforts that will surround your campaign.

We have included an example of a campaign timeline on the next page to help you get started.
# 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. Limit your actual campaign to two weeks or one payroll period.
- Obtain pledge forms. Provide details to United Way if you would like personalized forms.
- Solicit incentive items.

## 6 - 4 WEEKS BEFORE KICKOFF
- Establish a campaign committee representative for each department within your company.
- Contact a United Way representative and discuss ways he/she can help, request campaign materials.
- Schedule company meetings.

## 4 - 3 WEEKS BEFORE KICKOFF
- 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.
- Review previous year’s campaign and decide what ideas to repeat and which to re-evaluate.
- Establish a campaign timeline so everyone is on the same page.

## 2 - 1 WEEK(S) BEFORE KICKOFF
- Hold company Leadership Giving and supervisor meetings prior to employee meeting.
- Work with United Way to arrange United Way speakers.
- Promote the campaign by hanging posters on bulletin boards, issuing e-mails and distributing flyers. 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 personalized pledge forms and promote 100 percent card 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 United Way or 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 report to employees and thank them for their support.
- Conduct final meeting with campaign committee and choose a chairperson for next year.
- Checking all pledge forms making sure that any write-ins include a federal tax ID number.
5. THE ESSENTIAL CAMPAIGN SUPPLIES

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

Visit uwcr.org or contact your United Way staff person to find these materials and more.

**Campaign materials** for your employee workplace including pledge forms, brochures, video and flyers.

**Sample letters** from your CEO for workplace campaign, leadership campaigns, retiree outreach, committee recruitment and thank you letters.

**Fast Facts e-mails** are a quick way of sending bits of information to your co-workers via e-mail.

**Brochures** give you a brief description of United Way’s work and ways to give.

**Themes/Incentives** offer recommendations and creative ideas for campaign success based on what’s worked for other workplace campaigns.

The “United for Change” piece provides information on United Way’s strategic work to improve life in the community as well as the import programs and services the organization helps support every day.

**Resources** to assist you in responding to frequently asked question.

---

**Fun Stuff**

These are just some of the supplies available to help you promote your campaign. For a complete list check out www.unitedwaystore.com.
Campaign Report Envelope

Please complete the reporting envelope each time you submit pledges and cash/check.

Here is a quick reference for completing the report envelope. If you have additional questions, call your United Way staff member.

---

**REPORT ENVELOPE**

Please include only amounts enclosed in this envelope. If you give more than one report, DO NOT add totals from previous reports. — Thank You.

---

**Corporate Contribution**

**Special Events Fundraising Event/Activity**

---

**Employee Cash/Check**

(Place in pledge cards)

**Employee Payroll Deduction**

(Place in pledge cards)

**Employee Bill Direct/Stock**

(Place in pledge cards)

**Employee Credit Card**

(Place in pledge cards)

**Total Employee Giving**

---

**Total Contributions**  **Total Cash/Checks Enclosed**

---

**UNIFIED WAY – AUDIT USE ONLY**

---

**For United Way use**

---

Sign here

Enter all pledge information

Complete
6. HOLD EMPLOYEE MEETINGS

Ask and You Shall Receive
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 our job as campaign coordinators is to ensure that EVERY person in the workplace is formally asked to give. So how can we plan to ask each individual associate 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. 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 we, as coordinators, did our job of making the opportunity available to everyone.

Let Us Do It For You!
- Find the time to schedule a 15-minute United Way presentation. These could occur during already scheduled staff meetings.
- We can do presentations for as few as five people or as many as 2,000.
- 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.

See a sample script on the next page.
Step 1 – “Campaign in a Box”

Talking Points
Three years ago, United Way of the Capital Region embarked on a new strategic vision to move the needle on the most critical needs facing our community in health, education, income and basic needs. Since then we've:

- Studied the facts.
- Listened to what people think about issues.
- Brought together experts to create solutions and strategies.
- Changed the way we solve problems.

It's time to stop thinking about Band-Aids to community issues and start addressing their root causes before they grow into problems. To do this, we’re bringing everyone together to tackle this work beginning with three pilot projects.

As we shift our focus to the new pilot projects, we continue to support the work of our program partners this year.

New Pilot Projects and Basic Needs
The access to health care pilot project will help the un- and underinsured navigate the health care system, overcome barriers to care and connect with a primary health provider. The project will employ four community health workers at Hamilton Health Center and PinnacleHealth’s Kline Health Center. Other partners include free clinics, health insurance providers and county government.

The health workers will focus on the City of Harrisburg to connect people to care through Hamilton, PinnacleHealth, one of the free clinics or another provider of the individual’s choosing. Often times, it’s helping an individual overcome the barriers to care - like transportation or applying for insurance - that makes the difference between “staying on top” of an illness and using the emergency room when an illness gets out of control.

Research shows when people utilize a primary health provider they are healthier, and it’s more cost effective. When individuals are healthy they can work, attend school and be active in the community. Currently, nearly 38,000 people in our region are without medical insurance and thousands more are under-insured.

When it comes to education, every step of a child’s life is important. We’re focusing on school readiness because it’s the best chance to “level the playing field” for at-risk children. Research shows high-quality pre-K programs increase a child’s chances of succeeding in school. Currently, 75% of local families are unaware - or cannot afford - these types of programs.

This project will employ early education liaisons who will work under the leadership of the Capital Area Intermediate Unit. The focus of their work will be through the lens of the school they work with to tailor approaches to help prepare children for kindergarten. Initial partner schools include Foose Elementary School in Harrisburg, Kindergarten Academy in Mechanicsburg and Newport Elementary School.

The workforce development pilot project will help the un- and underemployed obtain jobs where they earn a living wage, which means a wage that can support a family. The project includes partners like the South Central PA Works to help individuals secure and maintain employment with organizations like PinnacleHealth, Hershey Entertainment and Resorts Company and Pennsylvania Housing Finance Agency.
What makes this unique is it's been developed through the lens of the employer and focuses on guiding an individual through the first year of work, as well as advancements in the workplace. We will offer financial literacy services to help individuals learn to manage their income. This is how we move people out of poverty. Currently, 26% of local workers earn poverty-level wages.

**When it comes to basic needs**, our United Way remains committed to ensuring that people have a place to turn to in times of urgent situations. This includes food, shelter and clothing.

**Support Services**
We understand support services are necessary in all of these areas. United Way will take the lead to make these connections happen. From transportation to childcare, support services can be that "one-thing" that helps someone stay on track.

**Game-Changer**
What makes this work different than anything we’ve done before? These projects belong to the entire community, not just our United Way. All projects I spoke about today will be limited in scope initially, but will grow to serve people in rural, suburban and urban areas.

It is an exciting time to be involved in United Way because we are starting to change the game for people who want a better life, but don’t know how to connect the dots and make it happen. These changes will do more than help people succeed; they will improve life in our community.

**Ask**
Today, I ask you to:

- Give to United Way through your workplace campaign. You have many giving options. You can support all of United Way’s work including our program partners through a general gift to the Community Impact Fund or you can directly support one or all of the pilot projects or basic needs.
- Advocate – Champion this cause. Share this information with your coworkers and friends.
- Volunteer - Engage in the many volunteer opportunities we offer. Visit us online at uwcr.org and participate today. Thank you.

**Step 2 – ENGAGEMENT ACTIVITIES**

- The Game-Changer – You may remember the “Building Blocks” activity from last year. This updated activity shows how lives are changed through our new pilot projects.
- Hand-Raisers Series – Ask members of your organization why they give and volunteer. Feature them as “hand-raisers” in electronic and print communications materials. See sample of Katie Bobb from Penn National Insurance. United Way is eager to help you with this project. Send a photo of your “hand-raiser” and we will create this image for you. Simply e-mail Jen Daniels at jdaniels@uwcr.org.
- “Hand-Raiser” Selfie Station – Borrow United Way’s “hand-raiser” selfie station with selfie frame and fun props around health, education, income and basic needs. Share photos on Facebook and with your coworkers.
- Interactive Poster – How is your organization improving the community? Write your message on this poster and display in your workplace.
- “Why I Raise My Hand” – Create the outline of hands raised from black poster board and ask your workers to write why they raise their hands for United Way.
Step 3 – MAKE THE ASK & DETAILS ABOUT YOUR INTERNAL CAMPAIGN

Distribute Brochure and Pledge Forms
United Way staff/lead volunteer explains the process of filling out the pledge forms, including details on:

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

Want to learn the details about United Way’s new work in the community? Contact United Way today to arrange for a guest speaker.

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
- Bridges Society - $500 or more
- Women’s Leadership Network - $500 or more
- Fair Share - One hour’s pay per month
- Campaign Raffle Entry - $182 or more
- Designations - Briefly explain that donors could designate their gift if they so choose. They can designate by impact area, specific Program Partner, or other United Way.

Collection of Pledge Forms
Workplace campaign champion explains details for how/when employees should turn in their forms. THANK EMPLOYEES!
“CAMPAIGN IN A BOX” RESOURCES AND TOOLS

Activities

The Game-Changer

Hand-Raiser Series

Selfie Station

Interactive Poster

Why I Raise My Hand
Pilot Project and Basic Needs Summary Reports

**Access to Health Care**

Pilot Project

United for Change

**School Readiness**

Pilot Project

United for Change

**Workforce Development**

Pilot Project

United for Change

**Basic Needs**

Support to the Capital Region by United for Change

**Summary of Assessment**

Life in the Capital Region 2014: Assessment of Our Community

United for Change
Campaign Video – August 30

- Brief videos about each pilot project and basic needs.
- One complete campaign video featuring all of United Way's work.
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 Campaign Coordinators 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 Facebook:
Distribute the United Way newsletter and website information (uwcr.org) 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 “liking” our Facebook page at: www.facebook.com/UnitedWayoftheCapitalRegion/. You can also follow us on Twitter @UnitedWayCapReg.

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 breakrooms.

Volunteer opportunities:
Post volunteer opportunities on bulletin boards or distribute through e-mail. Post a link to United Way of the Capital Region’s website on your company intranet or encourage employees to log on and search for opportunities by visiting uwcr.org and clicking on 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:
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.

Partner on a volunteer project:
Join with another company to complete a volunteer project. Take pictures and share the experience with others.
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 presentation into existing meetings

Increase Participation

- Food always draws a crowd. Provide refreshments at the United Way presentation.
- United Way presentation in every department.
- Personal testimony from employee(s).
- CEO endorsement letter.
- CEO endorsement at all meetings.
- Show the United Way 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 they sign on.
- Organize employee volunteer opportunities. Contact Heidi Neuhaus at The Volunteer Center for ideas. (Contact info at the end of this guide.)
- Expand your United Way committee.
- Have a “funraiser” to supplement your payroll deduction pledges. (See Pages 24-27 for ideas.)
- Union partnership.
- E-mail consistently throughout your campaign highlighting the impact of their United Way gifts.
- Post United Way announcements and stories on bulletin boards, in employee publications, staff lounges, elevators, microwave, bathroom stalls, etc.
- Payroll stuffers prior to campaign.
- Voice mail message to all employees.
- Send written thank-you note to each employee.
- Promote year round communication.

Increase the Average Gift:

- Hold a formal United Way 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.
- Promote giving at the $500 level to become involved in Women’s Leadership Network or Bridges Society. (See page 21 for more information.)
- Focus on leadership giving at the $1,000 level. (See page 22 for more information.)
- Promote the United Way raffle. Giving $182 or more makes a donor eligible to enter the raffle.
- Encourage employees to volunteer.
- Establish incentive levels.
- Personalize pledge forms and show last year’s pledge amount on the form.
- Provide impact statements. (Available at uwcr.org.)
**Campaign Incentive Ideas**

**General Ideas:**
- Tiered incentive program
- Campaign merchandise from United Way (Log on 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
- Establish a higher incentive level than the United Way
- 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
- Gift certificates for landscaping or snow removal business
- 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
- Communicate year-round - host agency and volunteer fairs once a year, highlighting those of interest to retirees
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 “funraisers.”
  - If you are having a cookout, a bakes sale, a cornhole 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 Letter: Vendor Letter (Request for Donated Items as Incentives)

Dear (NAME):

At (COMPANY) we want to partner with United Way of the Capital Region to improve lives in Dauphin, Cumberland and Perry 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,
Campaign Coordinator

Promote Affinity Group Workplace Programs

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

Women’s Leadership Network (WLN)

Workplace programs revolve around getting women together to learn more about United Way of the Capital Region and WLN. Women learn how they can make a difference in our community by GIVING, ADVOCATING and VOLUNTEERING through United Way’s WLN.

Bridges Society

Your company’s current and prospective Bridges members gather to learn more about how they can help improve lives in our community by GIVING, ADVOCATING and VOLUNTEERING through United Way’s Bridges Society.

How will Your Company Benefit?

- Recognition among a network of hundreds of members from more than 100 area organizations.
- Opportunity to engage employees with the community.
- Team building and leadership experience for participants.
- Education about local issues for members.
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 Capital Region and sets your organization apart as a leader in our community.

Conducting a Leadership Campaign Is Easy!
- Gain CEO support
- Identify a leadership giving coordinator and/or a leadership giving champion (ask a senior manager to lead the effort)
- Identify potential leadership donors within the company
- Set goals
- Develop strategies for success by contacting your campaign manager. Best practices include:
  - Hold a separate leadership solicitation
  - Identify a key speaker. Ideally, the CEO should speak, endorse the campaign and invite each person to join him or her as a Leadership Donor. United Way can provide speakers to partner with the CEO presentation
  - Meet with prospects individually to personally thank them for their past gifts, invite them to make a new or increased gift, answer questions, and reinforce the value of their support
  - Follow up with prospects
  - Create special incentives
  - Utilize United Way resources: leadership giving pledge forms, sample letters and customized materials
  - Share results
- Thank donors with personalized thank you letters from the CEO, a luncheon or other special effort.

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

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 United Way representative or campaign associate to pick up your report envelope.
- Please try to have your efforts completed by December 8 so that we can better plan for allocations. To be eligible for the United Way raffle, please have all entry forms in by December 8, 2017.
2016 United Way Results
Thanks to the generous support of the community, United Way of the Capital Region exceeded its 2016 campaign goal by raising $11,010,644 to help change lives in the Capital Region!

Through the generous support of our community, United Way is providing financial support to launch three new pilot projects this summer in access to health care, school readiness and workforce development. At the same time, the organization continues to help support basic needs services and its 38 program partners.

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 United Way of the Capital Region, 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. Your dollars will help our community move the needle in health, education, income and basic needs.

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”RAISER IDEAS**

- **Casual for a Cause:** Participate in Causal 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 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.

- **Music to My Ears:** Hold a karaoke event with a suggestion donation as an entrance fee. Then, turn up the fun by having your co-workers donate to have someone sing (or stop them from singing).

- **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!

- **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.

- **Casino Night:** What are the ingredients for a successful Casino Night? Excited employees, a few gaming tables and snacks! Have local businesses donate prizes for winners.

- **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)!

- **Ready “Fore” Some Fun?** Set up a portable putting green. Employees buy chances to hit a hole-in-one. Those who make a hole-in-one are eligible for prizes.

- **Wii Are Ready to Party:** Have employees bring in their video game console and games. People can donate to play. Wii skiing and Rock Band are always good choices!

- **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.

- **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.

- **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.

- **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.

- **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.

- **Tricycle Races:** Set up a challenging tricycle course for executives at the office. Employees can “bet” on the winner.

- **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.

- **Joke Books:** Employees submit their favorite jokes and donate $1 to vote on the worst!

- **Stress Darts:** As a stress reliever, offer employees the opportunity to pay $1 for three darts. Balloons with paper inside listing a prize serve as targets.
• **Funniest Home Video Contests:** Invite employees to create their own “home” or “work” videos. Charge an entry fee at a viewing party; offer a prize.

• **Put Yourself in Their Shoes:** Ask employees to wear a crazy pair of shoes and enjoy a wild and crazy lunch. The menu: FOOT-long hot dogs, SHOESTRING potatoes, CORN chips, ARCHway cookies, and SOLE music e.g. "Blue Suede Shoes."

• **United Way 007:** Clues are given to employees in the form of riddles. The department or individual who figures out all the riddles receives a prize at the end of the campaign.

• **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. Encourage staff and volunteers to dress the part. Host a lunch with theme-related food.

• **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.

• **Ice Cream Social:** Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

• **Lunch Box Auction:** Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or humorous meals.

• **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.

• **“Breakfast of Champions”:** Decorate the conference room with athletic gear, flags and banners and divide departments into teams to compete in table football. Serve Wheaties for extra energy!

• **Wine Tasting:** Hold a wine tasting and have employees donate to attend. All attendees can rate the wine – and don’t forget the cheese!

• **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!

• **Mini-Indy 500:** Rent or borrow remote controlled cars and set up an “Indy 500” race. Use office supplies to make the track more interesting. Teams can be sponsored to compete and spectators can “bet” on the winner.

• **Sumo Mania!** Call a local company and rent the sumo wrestling package. Have employees and executives pay to play.

• **Pumpkin Carving Contest:** Plan a Halloween theme and hold a pumpkin carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins for their families, their staff or to use in the contest. Employees enter carved or decorated pumpkins individually or by group. Charge $5 to enter and $1 to vote. Award prizes in various categories. Examples:
  - Best traditional pumpkin
  - Most creative pumpkin
  - Best effort by a group
  - Best effort by an individual

• **Employee Trivia:** Collect unusual facts about employees, for example, “Name the employee who appeared on the David Letterman show?” Each staff member submits their guess. There is a $5 donation per trivia sheet. Other themes could include music, organizational history, sports, etc.

• **Midnight Breakfast:** If your organization has a third shift, invite employees to donate for a midnight breakfast served by executives and other day employees.

• **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.

• **Game Show Mania:** Divide your staff into four teams that compete in a game modeled after “Family Feud” or “The Price is Right.”
• **24-Hour Bake Sale**: Hold a 24-hour bake sale so employees during a later shift can participate.

• **“Buy a Big Shot” Auction**: Get executives to donate a half-day to your campaign. Auction off each executive to the highest-bidding employee or department to work for them for a day.

• **Fashion Show**: Have employees ham it up and model items, such as sweat shirts, hats and jackets with your company’s logo. Employees donate to see the show.

• **Penny 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.

• **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.

• **White Elephant Sale**: Ask employees to bring in a wrapped “white elephant” gift...an unwanted, but usable (although not necessarily useful) object from their home. All who donate can receive a raffle ticket and when their name is called, they can choose one of the mystery items.

• **Get “Real”**: Host your own reality show themed party. You can even extend the theme to your campaign with daily “challenges” for employees.

• **Academy Awards Night**: Have employees dress as their favorite celebrities. Create video movie “skits” using your favorite movies.

• **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.

• **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.

• **Employee Raffle**: Ask employees to contribute something special for a raffle prize:
  - Homemade pies
  - One-day vacation
  - Lunch with a co-worker
  - Prizes donated by vendors
  - Car wash
  - Tickets to a special event
  - Employee parking spot

Employees make contribution using pledge forms. Employees turning in pledge forms early receive three raffle tickets. Employees turning in pledge forms after the “early” date, but before the campaign’s final event, receive one raffle ticket. Employees who make a certain dollar pledge receive two additional raffle tickets.

• **Bingo**: Sell bingo cards for employees to purchase. Get local stores to donate prizes for all winners.

• **Silent Auction**: Gather gift items and create bid sheets, being certain to provide a minimum bid for each item. Put together a book that shows all items so that everyone is able to see the items available. Tap on employee’s talents and resources for themed baskets.

• **Pie in the Face**: Employee pays $5 for a pie to be thrown in the face of the executive of their choice.

• **Name that Tune**: Employees pay $5 to participate. Contestants then go up against each other to test their knowledge of songs.

• **Walking Taco**: Set up a cart with taco ingredients and have an employee push around during lunch time for people to purchase and make their own tacos. Or use a bag of Fritos and place meat and topping in the bag. Great for people that don’t have a long lunch break.

• **Sports Team Day**: Have employee pay $1 (your choice) to be able to wear their favorite sports team apparel.
• **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.

• **Jeans Day**: Have employee pay $1 (your choice) to be able to wear jeans to work for one day. $5 if they want to wear jeans for a week.

• **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.

• **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.

• **Benefit Dance**: Organize an outing with co-workers and spouses to enjoy music, dancing and fun. Ask for a cover charge.

• **Chair Massage**: Bring in a massage therapist for a day and allow all those who submit a pledge form to sit down to a relaxing chair massage.

• **Cornhole Tournament**: Charge an entry fee and set up brackets like the NCAA tournament.

• **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.

• **Key to the Treasure**: All who submit a pledge form at a certain level get a key to unlock at treasure chest of prizes. Only one key opens it.

• **Scavenger Hunt**: Employees have to find unusual items around the office or the neighborhood.

• **Snack Cart**: Go from workspace to workspace with baked goods or candies.
United Way of the Capital Region wants to recognize workplaces for their outstanding campaign efforts. United Way thanks these organizations for their outstanding support of our community.

**Pillar Society** – Companies and organizations donating combined employee and corporate gifts of $100,000 or more.

**Campaign Excellence** – United Way of the Capital Region recognizes organizations that conduct outstanding campaigns. Awards are based on organization size and campaign performance, which includes per capita giving and participation.

Organizations can qualify in one of three ways:
- Reaching a set level of participation AND per capita giving for your organization’s size.
- Achieving the percent participation increase for your organization’s size.
- Achieving the per capita giving increase for your organization’s size.

“Best of Awards” - The awards are designed to recognize the quality of the campaign, employee support, participation, and financial and non-financial contributions. The awards are intended to honor companies of all sizes. The number of your employees is not a direct measure of your commitment. Ask your United Way staff for a nomination form.

- **The Outstanding Campaign Coordinator/Team Award** – Recognizes a campaign team or individual coordinator who conducts an exceptional employee campaign, demonstrating excellent leadership, innovative ideas, admirable increases in employee participation and/or per employee giving, and follows the majority of recommended best practices. Award is presented to three companies, based on employee size.

- **Special Event Award** – Recognizes an organization that best engages employees with a fun and unique event. Companies will be judged on creativity and increased awareness of the campaign.

- **Best Multi-Media or Video Award** – Show us how your organization raises your hand for United Way. Keep the video brief. Organizations will be judged on creativity and keeping to the “hand-raiser” theme.

Visit [uwcr.org](http://uwcr.org) for additional information or to see last year’s award winners.
United Way Staff Members Who Can Help YOU!

**Agency Relations:**
Susan Wokulich  
717.724.4054  
swokulich@uwcr.org

**Finance:**
Krystell Fox  
717.724.4043  
kfox@uwcr.org

**EWAY:**
Bonnie Donovan  
717.724.4044  
bdonovan@uwcr.org

**Major Gifts:**
Devon Sprenkle  
717.724.4049  
dsprenkle@uwcr.org

**Volunteer Center:**
Heidi Neuhaus  
717.724.4055  
hneuhaus@uwcr.org

**Communications & Marketing:**
Rae Lynn Cox  
717.724.4058  
rcox@uwcr.org

**Resource Development:**
Rebecca Coover  
Administrative Assistant  
717.724.4052  
rhoover@uwcr.org

Jennifer Kern  
Campaign Manager  
Health, Education, Community Organizations & Service Divisions  
717.724.4065  
jkern@uwcr.org

Amy Logston  
Vice President of Resource Development  
717.724.4061  
alogston@uwcr.org

Michelle Loomis  
Affinity Groups Manager  
717.724.4074  
mloomis@uwcr.org

Breann Snyder  
Campaign Manager  
Commercial Industry, Financial & Professional Services Divisions  
717.724.4050  
bsnyder@uwcr.org
WE’RE HERE FOR YOU!

Campaign Coordinator Council Members Who Can Help YOU!

Jeffrey Allen  
Gannet Fleming  
jalen@gfnet.com  
717.763.7211

Jonathan Andrews  
McNees Wallace & Nurick LLC  
jandrews@mwn.com  
717.737.3706

Brandi Levenduski  
Country Meadows Retirement Communities  
blevenduski@countrymeadows.com  
717.533.2474 x10130

Jacquelyn Lewis  
Millers Mutual Group  
jlewis@millersinsurance.com  
717.737.7226

Rayna Miller  
Reynolds Construction, LLC  
rnamiller@reynoldsolutions.com  
717.238.5737

Elida Murray  
Keystone Service Systems  
dmurray@keystonehumanservices.org  
717.220.1465 x430

Amanda Perdue  
Harsco Corporation  
aperdue@harsco.com  
717.730.3695

Tyne Stock  
Millers Mutual Group  
tstock@millersinsurance.com  
717.237.7269

Marisa Tokarsky  
Deloitte  
mtokarsky@deloitte.com  
717.635.4038

Upcoming Events

- Day of Caring - September 8, 2017
- Coordinator “Best of Awards” Nominations Due - December 1, 2017
- Campaign Wrap Up/Raffle Cards Due to United Way - December 8, 2017
- Celebration Reception – February 7, 2018