

WELCOME

Welcome to the United Way Team! We would like to congratulate you on being appointed Employee Coordinator for your organization's Annual Campaign. You are joining a select group of volunteers from across Polk, Hardee & Highlands Counties who are working together to meet this year's community fund raising goal. These funds will provide services to thousands in our communities, through United Way funded programs and initiatives.

As you work on this year's campaign, please remember that your United Way of Central Florida is a local non-profit dedicated to:

- ◆ Helping Kids Succeed in School
- ◆ Promoting Financial Stability for Families
- ◆ Improving People's Health
- ◆ Addressing Community Needs

We are an independent organization; operated by a volunteer board of directors who live and work here in our tri-county area. Volunteers like you decide how funds are distributed to our partner agencies.

This guide is meant to help you and your committee begin the planning process. Successful campaigns are a mix of planning, employee participation, fun ideas and lots of heart!

Your success is vital to improving lives in our community. Please know that you are a valued member of the United Way Team. If you need help, call 863.648.1500. Also, there are many more resources and materials available to you at www.uwcf.org.

Campaign Enhancers

Here are some simple ways to spice up your campaign.

- ▶ Send advance emails reminding staff members that campaign time is coming.
- ▶ Place a special surprise (something small) at each employee's workplace.
- ▶ Use payroll stuffers reminding employees of the campaign.
- ▶ Give balloons/pins to all who attend the campaign meetings (www.unitedwaystore.com to order).
- ▶ Host "recognition day" for employees who volunteer.
- ▶ Provide free beverages for employees during the campaign.
- ▶ Call your UW campaign staff to schedule a Speaker's Bureau representative to speak at your workplace.

ONLINE RESOURCES

Go to www.uwcf.org and click on Campaign In A Box or scan the QR code below to find these and other resources:

- Campaign Video
- Campaign Guide
- Campaign Brochure
- Leadership Giving Brochure
- Speaker/Agency Tour Request Form
- Pledge Card
- Recap Envelope
- Sample Letters



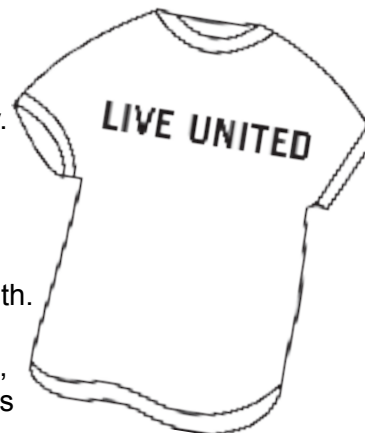
And remember your UW staff person is always here to help guide you along the way!

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™

Show your commitment to LIVE UNITED by going beyond Giving.

ADVOCATE. Spread the Word! Send emails about United Way. Join us on Facebook Causes. Encourage employees to vote. Get the Shirt!

VOLUNTEER. Lend Your Strength. Volunteering helps to build teamwork and leadership skills, improve company image, and is a great way that everyone can give back. It can also improve your campaign.



Go to uwcf.org/Volunteer/OpCalendar.jsp to view and sign up for volunteer opportunities.

CHECKLIST

BEFORE THE CAMPAIGN

- 1. Meet with United Way (UW) Campaign Staff to review prior year's giving and develop a strategy.
- 2. Meet with your CEO to confirm company's commitment.
- 3. Establish a campaign goal.
- 4. Establish a committee of helpers (if needed).
- 5. Determine the type of campaign best suited for your company.
 - One-on-One Meeting
 - Group Meeting(s)
 - Combination
 - Leadership/Management
 - Retiree Involvement
- 6. Establish campaign timetable.
- 7. Publicize campaign to your employees.
- 8. Personalize your campaign.
- 9. Schedule training for helpers.
- 10. Tour UW partner agencies (UW can arrange).
- 11. Attend UW Employee Coordinator Training.
- 12. Attend UW Campaign Kickoff.

DURING THE CAMPAIGN

- 1. Kick off your campaign.
- 2. Conduct Leadership Giving campaign with CEO and management involvement.
- 3. Schedule employee meetings with UW Staff and CEO, if possible.
- 4. Contact UW Staff to schedule agency tours.
- 5. Follow up with employees unable to attend.
- 6. Issue progress reports to UW Staff and employees.

AFTER THE CAMPAIGN

- 1. Tabulate results and submit Campaign Recap Envelope to UW Resource Development Staff.
- 2. Thank your committee, helpers, and employees who participated in the campaign.
- 3. Draft a letter to be sent from the CEO/Top Management to thank employees for their Contributions and to recognize the committee members.
- 4. Evaluate the company's campaign strengths and weaknesses and make recommendations for next year's Employee Coordinator.
- 5. Pat yourself on your back for a **JOB WELL DONE!**

UNITED WAY OF CENTRAL FLORIDA EMPLOYEE COORDINATOR QUICK GUIDE TO GREAT CAMPAIGNS



LIVE UNITED™ United Way

MAKE IT FUN

INCENTIVES

For employees who make a first-time gift or increase an existing gift, hold drawings for:

- Paid time off
- Jeans Day/ Casual Dress
- Reserved Parking Spot
- Weekend at a B&B, or Resort
- Gift Cards

SPECIAL EVENTS

- Give away prizes.
- Throw a Pie/Dunk Your Boss
- On-Line Auction
- Breakfast Bash
- Indoor Golf Course
- Ugly Earrings/Tie Contest
- Book Fair or Yard Sale - sell staff-donated books & more
- Lunchtime Movie with popcorn sales
- Crazy Hat - pay to send it to someone else.
- Baby Picture Contest
- Pizza Party



HEAR THEIR STORY.

Hearing the stories of those whose lives have been changed thanks to the United Way of Central Florida is one of the most powerful messages that you can help deliver.

Campaign Video/DVD - An excellent way to educate employees about the importance of United Way. For a copy, simply call your UW campaign staff person or it can be viewed on our website at www.uwcf.org.

Speakers - Speakers, recipients of UW programs (when available), volunteers and representatives from UW partner agencies. Because our speakers are in great demand during the campaign, please make requests at least two weeks in advance.

UW Partner Agency Tours - If a picture is worth a thousand words, "being there" is worth at least a thousand pictures. An agency tour is the best way to educate your employees about United Way, and to get a firsthand look at services made possible by their investment. To arrange a tour, call your UW campaign staff at 863.648.1500. A two-week advance notice is suggested.

7 STEPS TO SUCCESS

1

SET A CHALLENGING GOAL... AND DEVELOP YOUR STRATEGY

- ◆ Include a Leadership Giving Campaign.
- ◆ Create a plan to increase participation and/or pledge amounts. Set a goal.
- ◆ Offer incentives or hold special events.
- ◆ Find out if your company will be giving a Corporate Gift and therefore leading by example.

2

ESTABLISH LEADERSHIP

Involve both your CEO and Top Management. Their support and enthusiasm can be contagious. Have them personally ask other senior management for a contribution in advance of the company-wide kickoff. Their leadership sets an example for other contributors. Encourage them to endorse the campaign in a letter to all employees.

3

FORM A COMMITTEE

Don't try to do it alone! Recruit a campaign committee of employees, including management and people with special talents who are committed to United Way.

4

PLAN CAREFULLY

Develop a timetable for your campaign including:

- ◆ The time and place for your workplace kickoff.
- ◆ A plan for a United Way Partner Agency tour.
- ◆ A schedule of group meetings, including a United Way speaker.
- ◆ An assessment of your campaign resources.

Plan promotions and publicity utilizing e-mail, bulletin boards, newsletters, payroll stuffers and memos as opportunities for your campaign message. Your United Way staff can provide you with exciting ideas and materials. Personalize your campaign approach by holding a special kickoff breakfast or luncheon.

5

SELECT MEETING APPROACH

Group Meeting A 20 minute presentation is a successful way to ask employees to contribute. Bring employees together to view the United Way campaign video, hear a speaker, receive United Way literature and generally have fun.

One-on-One Solicitation.

Provides a more personal approach. One employee asks another (their peer) to give. A personal ask often results in greater participation.

- ◆ Recruit one helper for every 10 employees.
- ◆ Recruit your retirees who give to United Way.
- ◆ Train recruits with the help of the United Way staff.
- ◆ Follow up with employees unable to attend the meeting and part-time employees; invite new hires and retirees to participate throughout the year.

6

REPORT THE RESULTS

- ◆ Make sure all pledge forms are returned.
- ◆ Communicate final results to the entire company as soon as results are available.
- ◆ Summarize employee giving on the Campaign Recap Envelope.
- ◆ Evaluate your results and prepare written recommendations for next year's coordinators.
- ◆ Provide United Way with a list of names of leadership donors for recognition.

7

SAY THANKS!

- ◆ You and your fellow employees made it happen, give everyone credit for coming through!
- ◆ Hold an employee reception for all givers with the CEO & Top Management offering personal thanks.
- ◆ Ask the CEO or Top Management to send a thank you letter to each contributor.
- ◆ A personal handshake and warm "thank you" sends a powerful message.
- ◆ Blanket the bulletin board, newsletter, e-mail and cafeteria with "thank you" messages.
- ◆ Don't forget your committee and helpers! Plan a special event or give a special "thank you" present.
- ◆ Invite United Way to help you say thanks!

20 MINUTE MEETING

20 MINUTE UNITED WAY PRESENTATION

1-3 Minutes

Employee Coordinator and/or committee members welcome employees.

3 Minutes

Company CEO or Top Management provides a statement of support. This establishes a corporate commitment to United Way and encourages company-wide participation.

5 Minutes

Show the campaign video. This raises the audience's awareness and encourages them to actively support their community by giving through the United Way Campaign.

5 Minutes

United Way Representative/Speaker provides an overview of United Way and the impact of its services. This informs the audience of the needs in our community, and offers them the opportunity to participate in addressing those needs. A presentation illustrates how employee contributions are making the difference in our community.

4 Minutes

Employee Coordinator,

- ◆ Describes incentives (optional)
- ◆ Talks about Leadership Giving Association
- ◆ Answers questions
- ◆ Asks employees to complete pledge forms
- ◆ Collects pledge forms
- ◆ Says Thanks!

