

**1. WE ARE PROACTIVE 2. WE DELIVER RESULTS 3. WE ARE LOCAL. 4. WE COLLABORATE 5. WE BELIEVE IN COMMUNITY 6. WE ARE UNITED 7. WE ARE EFFICIENT 8. WE SIMPLIFY GIVING 9. WE ENCOURAGE DIVERSITY 10. WE BRING 30+ AGENCIES, 55+ PROGRAMS, PUBLIC, PRIVATE, AND GOVERNMENT PARTNERS TOGETHER TO CREATE REAL, MEASURABLE CHANGE IN OUR COMMUNITY.**

**Get Social**

 Stay in touch and share [@facebook.com/msauway](https://facebook.com/msauway)

 Follow us [@MSAUnitedWay](https://twitter.com/MSAUnitedWay)

 See your contributions in action [@youtube.com/unitedwaymsa](https://youtube.com/unitedwaymsa)

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**Missouri Slope Areawide United Way**  
**EMPLOYEE CAMPAIGN MANAGERS GUIDE**

## Step 5. REPORT

- Contact United Way to arrange a meeting and packet pickup.
- Record campaign results using the campaign report form and send or deliver to 515 N 4th St by the first week in November.

### FAQs

**What does United Way do?** At United Way, we are more than the fundraisers. We are the hand raisers. The game changers. We surround our communities' most critical issues and we fight. We are not just about temporary fixes, we're about creating lasting change.

At United Way, we fight for the health, education, and financial stability of every person in our community and when you join with United Way, you become a part of the solution. You see the tough issues in our community and you do something about it.

#### Where does my contribution go?

- MSA United Way fills gaps and solves problems by addressing the root causes.
- MSA United Way contributions are invested in 55+ community programs.
- 99 percent of all campaign dollars stay in our ten-county region.
- 100 percent of designated gifts go directly to community programs, agencies, or other United Ways.

#### Operations

- Annual audit numbers report that administrative expenses are only 6% and resource development expenses are only 11% percent.
- United Way is a volunteer-driven organization led by an all-volunteer board of directors and campaign cabinet.

**Key dates** - Keep these annual events in mind and let us know about your campaign events. Find specific dates at [msaunitedway.org](http://msaunitedway.org).

Day of Caring/Campaign Kickoff  
August

LIVE UNITED Day  
Hunger & Homeless Week  
November

Online Auction  
April

Coins for a Cause  
September

Giving Tree  
December

Community-Wide Food Drive  
May

Little Black Dress Campaign  
September

Annual Luncheon  
January

Day of Action  
June

**THANK YOU!** We know that being a United Way Employee Campaign Manager takes a lot of hard work, commitment, and dedication. With your help, we're ending poverty, building strong families, and creating healthy communities.

This manual will walk you through the steps for a fun, educational, and successful United Way campaign and provide you with the tips and tools necessary to make it great.

## Best Practice

MDU Resources Group, Inc. succeeds at mixing business with fun. They kick off their campaign by hosting a Taco in a Bag luncheon and employees from all business units converge on the campus to take part. They've even started to-go orders and delivered to several employees working in different communities.

Other activities include a grilled brat luncheon, gun raffle, jeans/casual week, auction, homemade pie, and popcorn sales. These activities, along with management support, employee enthusiasm, and generosity, result in a BIG win for our community.

For more information on hosting successful campaign events, email [campaign@msaunitedway.org](mailto:campaign@msaunitedway.org).



# 5 STEPS TO A SUCCESSFUL CAMPAIGN

## Step 1. PLAN – Start planning early

### Confirm CEO support

Participation of top management is essential to a successful campaign. Ask them to:

- Visibly support the campaign.
- Speak in support of the campaign at company meetings.
- Send a personal letter or email to every employee, asking for his or her support of United Way. Letter templates are available in the online campaign toolkit.
- Approve payroll deduction and incentives to be used for the campaign.
- Approve a company match to payroll deductions.

### Develop a campaign timeline

A timeline can help keep you and your campaign on track. The following are important tasks that need to be assigned:

- Recruit a campaign committee.
- Review past performance and set campaign goals.
- Review the planning materials in your packet and in the online campaign toolkit.
- Plan a campaign kickoff event.
- Contact local media to publicize events.
- Follow up with employees who have either missed group meetings or have not turned in a pledge form.
- Conduct Hero Club program.
- Get campaign results to United Way staff.
- Offer a company-wide thank you.
- Evaluate your company's campaign and provide a written summary for the next ECM.
- Contact United Way about events for assistance with promotion.

## QUICK TIP

### Review past performance and set goals

One of the keys to planning a successful United Way campaign is to evaluate past campaigns and set goals. Former ECMs and United Way contacts are a great resource for such information.

Set up a meeting to answer these questions:

- What were the total employee contributions during the last campaign?
- How many employees contributed?
- What was the level of CEO or top management involvement in the campaign?
- Were there special events held?
- How was the campaign publicized and promoted?
- What were the best parts of last year's campaign?
- What parts of the campaign need improvement?

## VOLUNTEERING MADE EASY

VolunteerBisMan.com is United Way's one-stop site for individuals and businesses to find up-to-date community volunteer needs. Browse local opportunities, in-kind agency needs, and be sure to become a fan of your favorite agencies to receive updates when they post new opportunities.

## Step 2. EDUCATE – Talk about United Way

Become an advocate for United Way in your workplace and beyond. Share why you choose to support United Way with co-workers, family, and friends.

- Share a personal story with a co-worker, neighbor, and United Way office.
- Share community data provided by United Way.
- Utilize the template messaging found in the online campaign toolkit.
- Group volunteer activities are a great way to educate co-workers about the programs their contributions support while engaging them in a fun and worthwhile activity.

**Promote your campaign** - Start building excitement about your campaign. Let everyone know we are all working toward a common goal.

### Methods for promoting a campaign:

- Share data, stories, and prepared posts on social media from the online campaign toolkit and United Way Facebook page.
- Share articles in your employee newsletter about your campaign and upcoming events.
- Send emails to co-workers about your campaign.
- Insert payroll stuffers or campaign communication in payroll.
- Post a calendar of events in employee break rooms.
- Hang United Way campaign posters around your workplace.

## Step 3. ASK

The number one reason people make charitable investments is that they are asked - which makes your role very important. This can be a difficult task, but we have a few tips that will help.

- **Personal** - The one-on-one ask is often most effective and it gives you a chance to educate and answer any questions they may have.
- **Group or department meeting** - Assemble employees as a group to hear about United Way's work and be asked to make an investment.
- **Electronic** - Email, intranet, company website, social media, and newsletter.
- **Get creative** - check out [msaunitedway.org/campaign-toolkit](http://msaunitedway.org/campaign-toolkit).

## QUICK TIP

### Don't forget.....

#### New Hires

Although your company's campaign may be complete, new employees can still get involved. Consider including information about United Way and a pledge form with orientation material.

#### Retirees

Your organization's retirees are an important part of our campaign. Contact them by mail, email, or phone to remind them of the United Way campaign. Also consider including a contact form to return to United Way in a retiree package so individuals may continue to give.

## GET SOCIAL

Help us reach new audiences by using social media tools and email to educate your friends and co-workers on issues you care about.

Visit [msaunitedway.org/campaign-toolkit](http://msaunitedway.org/campaign-toolkit) for prepared posts and tweets.

Like us on Facebook - Follow us on Twitter - Share our blog posts

Share our videos on YouTube - Sign up for our newsletter

Email us at [admin@msaunitedway.org](mailto:admin@msaunitedway.org)

## COMMUNITY TALK

You care about what's going on in your community. This is your home. If you like to stay on top of local issues and hear about ways you can get involved, don't miss United Way's Community Talk.

Thanks to Townsquare Media, we're on-air every other Tuesday, from 11 a.m. to noon on SuperTalk 1270.

### Promote Leadership Giving

United Way's Hero Club is the most effective way to increase contributions in your workplace. A Hero Club program is easy to implement at a company of any size and can be an excellent source of new dollars for your campaign.

### Levels of giving

Bronze Hero Club \$500 - \$749  
Silver Hero Club \$750 - \$1,499  
Gold Hero Club \$1,500 - \$2,499  
Platinum Hero Club \$2,500 - \$4,999  
24-Karat Hero Club \$5,000 - \$9,999  
Tocqueville Society \$10,000 +



### Women United

United Way's Women United challenges, empowers, and unites women to advance the common good in our communities through leadership, fundraising, and community service. Women who donate \$500 or more annually, on their own, are recognized as members.

Every year, Women United is integral in filling gaps in the community and providing opportunities for children to achieve academic success. For more information, call 701.255.3601.

## Step 4. THANK

The most important step in your workplace campaign is thanking those who gave and making them aware of the importance of their investments. This way, you not only show appreciation, but encourage future giving as well.

- Send a thank you letter from the CEO to the committee and those who gave.
- Host a wrap-up event with refreshments, entertainment, and awards.
- Recognize significant achievements by individuals, groups, or departments.
- Send an electronic thank you card or email thank you.
- Produce a special "thank you" edition of your company newsletter.
- Send Candy Grams to your employees - distribute candy bars with a thank you message.
- Give each United Way contributor a LIVE UNITED T-shirt or other United Way merchandise to thank them. United Way supplies can be ordered online at [www.unitedwaystore.com](http://www.unitedwaystore.com).
- Attend the United Way Annual Luncheon in January so we can properly thank you and celebrate our success together.

## WHAT IS AN ECM?

As an Employee Campaign Manager (ECM), you're enabling your co-workers to participate in creating a stronger community by planning, organizing, and coordinating a successful United Way campaign within your workplace.

### Key Responsibilities:

- Attend ECM training.
- Work closely with United Way staff.
- Obtain support from top management at your workplace.
- Recruit a team of volunteers to assist you.
- Develop a campaign plan including dates, goals, and special activities.
- Coordinate the distribution and collection of campaign materials.
- Organize your company's kickoff, recognition, and special events.
- Request speakers and tours of partner agencies from United Way.
- Promote the campaign throughout your company.
- Make your employee campaign fun.
- Assist United Way in community-wide events, such as participating in Day of Caring and attending the Annual Luncheon.
- Complete your campaign report envelope and deliver it to United Way.
- THANK donors and volunteers.
- Evaluate and make recommendations for next year.
- Have fun!

## CAMPAIGN TOOLKIT

Check out our Campaign Toolkit for additional information, planning materials, campaign ideas, stories, and statistics to share with your colleagues.

