

GENERATIONS OF IMPACT.



United Way of Allen County

VIRTUAL

CAMPAIGN

GUIDE





STEPS TO A SUCCESSFUL CAMPAIGN

Step 1: PREPARE

- Set campaign dates. Allow plenty of time to create strategic messaging and to get your online donation portion set up.
- Assemble a campaign team to help distribute campaign messaging across each department or team. A good ratio is one campaign team member per every 25 employees.
- Set a campaign goal that your campaign team and employees can rally behind.
- Set key points for distributing company-wide messaging, i.e. announcement of the campaign, launch day, mid-campaign, final push, and thank you. **Communication Guide available**
- Run team challenges to encourage participation.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

Step 3: WRAP UP

- Finalize campaign results with your online giving platform. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.
- Celebrate your results.

Step 2: EXECUTE

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating and United Way of Allen County's videos.
- Send messaging throughout the campaign on a company-wide level.

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MAKE IT S.O.C.I.A.L.

S SHORT & SWEET

Virtual campaigns are best when kept to 2 weeks or less. The longer the time, the less the momentum.

O OVERALL GOALS

Clearly state your goals - dollars raised, number of participants, average donations, and volunteer hours are examples.

C COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I IMPACT

Provide impact equations - what does my donation do at various levels?

\$2 a week provides dinner once a week for a youth after school

\$7 a week provides four weeks of education for a kindergartner

\$15 a week provides a pathway to housing for a homeless individual

\$23 a week provides a monthly bus pass for an individual

A ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals. Refer to the Virtual Special Events and Employee Engagement Ideas page.

L LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.

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BEST PRACTICES

KICKOFF:

- Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are available to talk about the impact of your gifts made to United Way of Allen County, in-person or virtual.

UTILIZE AVAILABLE RESOURCES:

- The Workplace Campaign Toolkit is available online at www.unitedwayallencounty.org/resource-center/campaign-materials. This toolkit includes sample messaging, video links, collateral materials and more.
- Your United Way Campaign Manager can guide you through all steps of running a campaign (virtual or in-person) as well as help you goal set, train your team, and more.
- Need something that is not available in the online tool kit? Ask your Campaign Manager!

COMMUNICATIONS:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Have your Campaign Committee make individual asks of their team. **People give to people.**

GIVING SOCIETIES:

- When asking for donations, remember that United Way Giving Societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can join the following Giving Societies and take part in meaningful, year-round events, volunteer opportunities, and engagement.
 - Tocqueville Society (\$10,000+)
 - Leadership Circle (\$1,000+)
 - Women United

EVENTS:

- Encourage employees to participate in volunteer opportunities on their own or as a company. Find examples of volunteer opportunities on the next page.
- A full list of both in-person and virtual volunteer opportunities available can be found at <https://unitedwayallencounty.volunteerhub.com/>
- Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and campaign leadership, a virtual silent auction, or have a virtual day of impact.
- If possible, you can have in-person events once the campaign is launched to promote donation options.
- Popular in-person events include dress-down days, potluck lunches, silent auctions, and bake sales. Your United Way Campaign Manager can provide you with messaging and talking points for these events.

INCENTIVES:

- Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- Consider using their completed pledge as entrance into the raffle, rather than additional cost for a ticket.

RECOGNITION AND THANKS:

- Send thank you cards from your CEO, Campaign Chair and Co-Chair, Campaign Coordinator, or other members.
- Send personal thank-you notes to each of your campaign committee members.
- Host an event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email, or intranet.



SPECIAL EVENTS AND EMPLOYEE ENGAGEMENT

Whether your workplace events must still continue virtually or you can hold them in-person, co-workers want to relax and spend time together once in a while. Below are examples of how to engage your employees:

EVENT IDEAS

- Auctions and Raffles (don't forget to get a gaming license!)
- Games such as Bingo, spelling bees, trivia, or Jeopardy
- Social Media or "Next Up" type campaigns - employees can have a casual work attire day (or if working from home still they can have a "get dressed up day") and post pictures of themselves to create awareness about the campaign, do something good challenge - where someone tags their next colleague to do something good for someone, etc.
- Group walks/runs
- Galas, open mics, talent shows, dance parties, and entertainment events
- Learning activities: cook like a chef, flower decorating, learn a new skill (led by celebrity contacts, professional volunteers, or colleagues. If working from home still, a list of supplies for participants to buy can be sent or purchased in advance of this)

CORPORATE ENGAGEMENT & VOLUNTEER OPPORTUNITIES

- United Way loves to hear from various parts of the community about what they consider the top needs are in the community. Consider hosting a United Way Community Conversation with your employees. For more information please contact info@uwacin.org.
- If your company would like help coordinating an in-office, virtual, or out-of-office volunteer event, please let us know at volunteer@uwacin.org.

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FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, effectively relay the message, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: United Way of Allen County has various options to allow for a virtual giving experience that will best suit the needs of your organization. Please reach out to our Chief Development Officer, Amanda Davis, at amanda.davis@uwacin.org if you would like to explore options.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please visit: <https://www.unitedwayallencounty.org/donate>. Information about tax receipts can be found near the bottom of the page.

Q: WHEN SHOULD OUR CAMPAIGN RUN?

A: Campaigns can be run anytime during the year. The goal for United Way of Allen County is to work with your company to find out what needs your employees have and how you want to engage in philanthropy as an organization. Then, a date that is most convenient for your organization and the goals you have in mind can be set.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction typically runs from January 1 - December 31. However, United Way does not set your payroll schedule; it is a company decision.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: As a service to donors, we make it possible to specify a United Way of Allen County initiative to receive your donation. However, the direct investment of your dollars designated to United Way of Allen County goes further to strengthen Educational Opportunities, Food Security, Housing Stability, and Mental Health Access - the biggest barriers that our community faces.

THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of leaders creating lasting change in Allen County.

You are a frontline volunteer who raises awareness about the vital role that United Way of Allen County plays in the community. Together, with passionate supporters like you, we're leading the charge to break down barriers for all of Allen County.

We hope this guide will provide you with the necessary resources to run your campaign. Please reach out to your United Way Campaign Manager who can provide additional support and guidance throughout your campaign.

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