

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.™



2012 Campaign Guide

Including tips, tools and best practices to help your organization run a successful United Way campaign.



United Way of Saginaw County

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Dear Employee Campaign Manager,

Thank you for leading your organization's United Way 2012 Campaign. We are proud to have you working with us to help create CHANGE and strengthen our community.

We truly appreciate you and your organization's support of United Way for Saginaw County. Workplace campaigns are the key to the success of our campaign. Your efforts to educate your co-workers about United Way and engage them in improving our community will make a difference. Every single gift will assist in making positive change in Saginaw County.

This Campaign Guide addresses the campaign basics – the fundamental steps you can use to educate and inform your colleagues and help grow your organization's campaign. This information will provide ideas, tips and other resources to support the efforts of you and your team.

Remember, the communication between you and your assigned United Way staff member is key to making your campaign a success. Please feel free to call upon them for assistance during your campaign.

Once again thank you for your support and best of luck with this year's campaign!

Remember- Be the CHANGE. LIVE UNITED.

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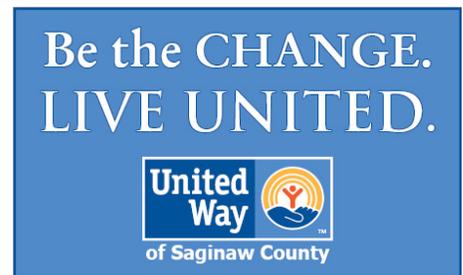


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A. Employee Campaign Manager

Congratulations! As a leader in your organization, you've been selected as a United Way Employee Campaign Manager (ECM). We know you have a lot to offer, and we welcome your leadership and input in our 2012 Campaign!

Your Goal:

The ECM is a critical link between United Way and your co-workers. Through your communication, organization and leadership skills, you enable your co-workers to participate in the work of strengthening our community.

Employee Campaign Manager (ECM) Tasks:

Conducting a United Way Campaign should be a fun and rewarding experience. United Way of Saginaw County provides many tools and resources to assist you as you plan and execute your campaign. The resources and tips provided in this guide will help you plan an enjoyable, meaningful and successful campaign.

Employee Campaign Manager's tasks may include:

- Work closely with your CEO and United Way representative to develop an effective campaign plan.
- Recruit and coordinate a team of volunteers to assist you.
- Coordinate your company's kick-off and recognition events.
- Promote the campaign throughout the company.
- Encourage leadership giving in your campaign.
- Encourage volunteerism among your co-workers.
- Educate your co-workers about United Way.
- Attend United Way kick-off and victory events.
- Invite everyone to give.
- Make a gift yourself.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year.

Scattered throughout this manual are "best practices" from our past campaigns. You may choose to adapt some of these ideas or create new ones based on the specific needs and culture of your organization.

Let your enthusiasm and creativity shine through, and your efforts will pay off. It takes people like you, who go above and beyond, to make this campaign successful.

B. Our 2012 Campaign: Be the CHANGE. LIVE UNITED.

Working together to create CHANGE in our community.

At United Way of Saginaw County, we help improve lives in our community by helping to bring together the people and the organizations who have the passion, expertise and resources needed to get things done.

Together, we focus on addressing basic needs, developing youth, strengthening families and promoting health. Our goal is to create long-lasting changes that prevent problems from occurring in the first place. To do this, United Way funds programs that focus on some of our community's most pressing problems. United Way of Saginaw County is accountable, transparent and driven by results.

The Most Powerful Way to Make a Difference!

When you support United Way of Saginaw County, you help more than one person or one issue, United Way is the collective power of all of us working together. Thanks to the generosity of our contributors United Way of Saginaw County not only allocates funds to 32 programs at 19 partnering agencies, we also gather additional resources, facilitate community partnerships, administer grants and implement programs designed to create change and results in our community. Your donation to United Way ensures that your money stays in our community to make CHANGE happen.

ADDRESSING BASIC NEEDS

- Temporary emergency assistance for individuals on their journey toward self-sufficiency

DEVELOPING YOUTH

- Guide and support youth in becoming responsible community members

PROMOTING HEALTH

- Restore health and well-being so that individuals function productively in the community

STRENGTHENING FAMILIES

- Ensure a safe and nurturing environment so all family members can thrive

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Whether you give through a workplace campaign, write a check, or donate online, giving to United Way is the **most powerful** way to invest in Saginaw County. Your contribution will have a **direct impact** on the local community. It is combined with others to **leverage** greater local, state and federal dollars for **our community**, creating an even **stronger impact**.

You can **make change happen** with your voice. Get informed. Tell your friends about United Way. Join us on Facebook and Twitter. Advocate for **our community**. United Way of Saginaw County needs **passionate people** who are dedicated to making a difference. Sign up for e-newsletters to stay informed at www.UnitedWaySaginaw.org.

Volunteers **make a difference** right here in Saginaw County. Whether you sign up to volunteer as an individual, with a group or employee team, or as a family – volunteering is a **connection to our community**.

There are many nonprofit organizations that welcome volunteers and involve them in fulfilling their mission and reaching their goals. Visit www.GOVolunteerNOW.org to see the wide variety of ways to **get involved**. This is a great way to see your United Way **contributions at work**.

UNITED WAY OF SAGINAW COUNTY FAQs

Q. What is the general administrative cost for United Way?

A. United Way of Saginaw County's general administrative expenses represent 6% of total agency expenditures.

Q. How do I know that my pledge really goes to the people who need it most?

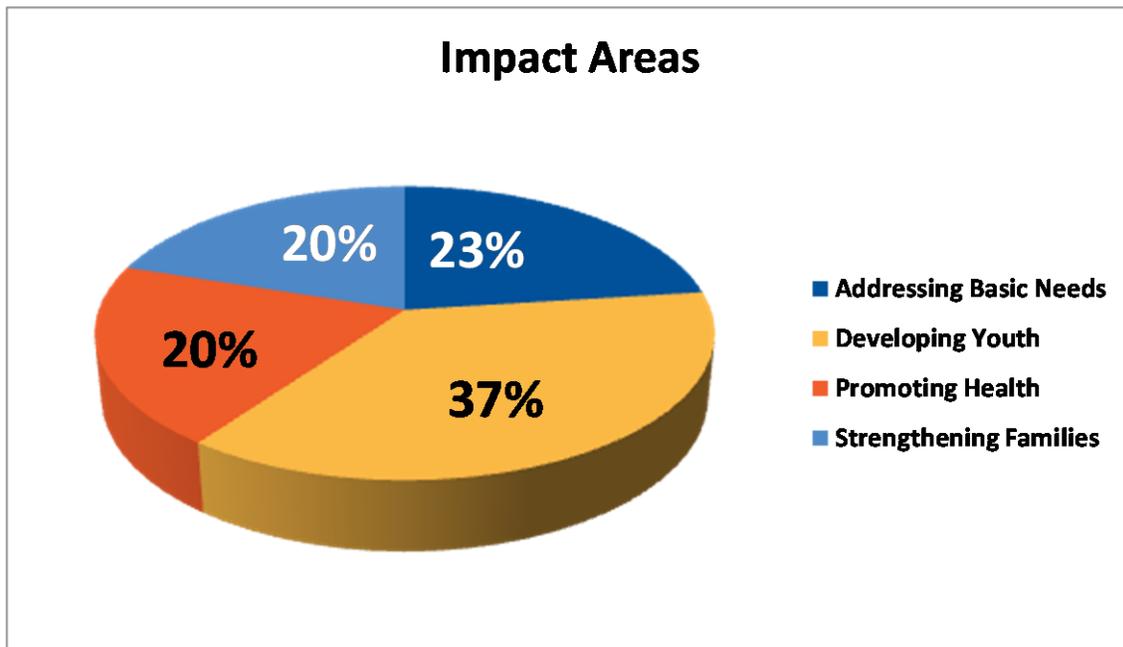
A. Only when you give to United Way can you be assured that those with the greatest need will be helped. This is because United Way provides a community-wide program review process, run by concerned volunteers (just like you) who take the time to learn about community needs. United Way also insists that all agencies collaborate to make scarce resources benefit as many people in need as possible.

Q. Who does United Way serve?

A. One in three Saginaw County residents is touched by United Way services. Your contributions are used locally to help meet the needs of the community.

Q. When I donate to United Way, where does my money go?

A. Of all dollars allocated:



C. Campaign How-To: The Overview

Ten Steps to Building a Successful Campaign

Implementing these basic steps will help to ensure a successful United Way Campaign. They are based on past experiences of organizations that have had exemplary campaign results.

Before The Campaign

1. GET PREPARED!

Work with your assigned United Way staff member to set goals, discuss ways to communicate the message, create a buzz and incorporate fun activities that add momentum to your campaign.

How this helps:

Having a plan makes the process smoother and easier for you to implement and manage.

Strategies:

- Review campaign history with your assigned United Way staff member, including the total amount raised, participation rate, average gift and the strategies used last year.
- Set beginning and end dates for your campaign.

2. RECRUIT AND TRAIN A CAMPAIGN TEAM

You don't have to do it alone! Having representatives from each department can be very effective. This team can help in all stages of the campaign: planning, promoting awareness and distributing and collecting materials.

How this helps:

This shares your duties, stimulates more ideas, helps create enthusiasm about the campaign and builds employee morale.

Strategies:

- Form a Campaign Committee that provides leadership from all facets and levels of the organization
- Recruit people that are energetic, organized and strong United Way advocates
- Meet with your assigned United Way staff member and team to discuss your goals and objectives

3. ENLIST MANAGEMENT SUPPORT

Leaders lead! The support of your President/CEO, management team and/or labor leaders are crucial.

How this helps:

By personally endorsing the campaign your leaders demonstrate their commitment both to your organization's campaign and to United Way of Saginaw County.

Strategies:

- Ask the President/CEO to hold an educational meeting about United Way of Saginaw County with his/her leadership team.
- Enlist leaders to speak at kick-off meetings, send e-mails and/or letters
- Plan events around the President/CEO's calendar whenever possible or call on other top leaders to represent the President/CEO

4. IDENTIFY CAMPAIGN ELEMENTS

Meet with your committee early and often to discuss goals, communication strategies, incentives and special events.

How this helps:

Getting employees involved in various activities helps them feel like a part of the campaign and adds an element of fun!

Strategies:

- Set campaign goals and publicize them throughout your organization
- Develop incentives to make influential changes such as early return of pledge cards, first-time donors, using payroll deduction and increased giving
- Schedule events on your company calendar

During the Campaign

5. PUBLICIZE YOUR CAMPAIGN

Communicate campaign information and events to all employees through United Way marketing materials, emails, calendar of events, posters and more!

How this helps:

Clear communication improves participation and creates a positive response to United Way.

Strategies:

- Order United Way campaign supplies
- Communicate your campaign's calendar of events
- Use your organization's communication tools: email, internet, newsletters

6. EDUCATE EMPLOYEES ABOUT UNITED WAY'S WORK

One of the most important elements of a campaign is to educate employees about United Way's work. Some people relate to personal stories, while others want to hear about facts, figures and the results of investment.

How this helps:

When donors understand the needs in the community and the impact United Way has they become more engaged with the work of United Way.

Strategies:

- Arrange for United Way presentations at staff-meetings to ensure every associate understands United Way's Community Impact work
- Invite United Way to a meeting of your top management team to discuss the work of United Way and address any questions from your team
- Distribute United Way materials

7. KICK-OFF YOUR CAMPAIGN (ask employees to give)

Campaign Kick-offs can be informative and FUN! Kick-offs can be elaborate (with costumes and scripts!) or as easy as snacks in a break room. Do what works best for your organization.

How this helps:

By gathering your group together in one place, each person feels a part of the overall goal.



Strategies:

- Invite top management and United Way to join you to start the kick-off
- Include your President/CEO in any events and communications
- Use United Way of Saginaw County's marketing materials to create awareness

**Make it fun! Frankenmuth Insurance employees kick-off their campaign by playing games from the show "Minute to Win It."*

8. ENCOURAGE LEADERSHIP GIVING

United Way of Saginaw County offers Leadership Circle and Labor Leads recognition levels for those who lead by example through their giving

After the Campaign

9. ANNOUNCE RESULTS AND SHOW APPRECIATION

Plan ways to finalize your campaign, celebrate your accomplishments and thank employees for their participation and contributions.

How this helps:

People will have a more positive feeling about their donation, and receiving appreciation increases the likeliness that they'll participate next year.

Strategies:

- Announce campaign results via e-mail or during staff meetings
- Create opportunities to say thank you
- Show how one "small" gift combined with the entire company will create a big impact

10. ESTABLISH YEAR-ROUND UNITED WAY COMMUNICATION

Collaborate with United Way to provide year-round educational programs to implement throughout your workplace (newsletters, internet, etc.). Work with your assigned United Way staff member for more information on how to promote awareness about United Way's work.

How this helps:

Year-round communication helps educate employees on the impact of their gift and how integral they are to the work of United Way.



Strategies:

- Share success stories with United Way for publication in the United Way E-Newsletter.
- Celebrate your success on company social media sites.
- Publish noteworthy information in a company newsletter or internet

**Get creative! Wanigas Credit Union uses their sign to help advocate for United Way and to show others that their employees LIVE UNITED.*

D. How To: The Details

1. Key Strategies for Growing Your United Way Campaign

Overall

- Aim for 100% education. Enhance year-round education and communication.
- Aim for 100% pledge card collection. This ensures that people have considered a gift to the United Way Campaign and made their decision. It does not mean they should be forced to give.*

To Increase Giving (Average Gift)

- Communicate increasing community needs to individual donors.
- Invite United Way speakers to employee meetings.
- Ask donors to consider increasing their gift.
- Structure incentives so that they are based on giving levels.
- Establish a competition between departments based on total dollars raised.
- Express appreciation immediately.

To Increase Participation (# of Givers)

- Communicate top management's support – ask the President/CEO to write a letter of support, attend group meetings, make a personal gift prior to the start of the campaign.
- Recruit campaign committee with representation from all levels and departments.
- Ask ALL employees to contribute.
- Invite United Way speakers to group meetings.
- Enhance year-round education and engagement.
- Develop year-round communication.

Campaign Activities - When activities are accompanied with education, workplace campaigns can be fun and educational. Utilize these activities to help raise awareness and boost office morale:

- ✦ Volunteer Day
- ✦ United Way Trivia Contest
- ✦ Baby Picture Guessing Game
- ✦ Employee Picnic
- ✦ Ice Cream Social
- ✦ Garage Sale
- ✦ Car Wash
- ✦ Bingo
- ✦ Popcorn Sales
- ✦ Jeans Days
- ✦ Bake Sales
- ✦ Chili Cook-off
- ✦ Ladder Ball Competition

**The Board of Directors of United Way of Saginaw County believes that the most responsive contributors are those who have the opportunity to become informed and involved. A well-planned campaign with an effective communications program, conducted by committed volunteers, will ensure responsive contributors. Giving is a personal matter and decision; no form of coercion is acceptable to United Way of Saginaw County.*

2. Making the “Ask”

The number one reason why people don’t give is because they aren’t asked. It’s so easy to do! There are a number of ways you can go about doing this. Let the United Way staff help in making the “ask”.

Educate Employees

United Way of Saginaw County has many resources available to help you educate your employees and run an effective campaign. Campaign materials, video, speakers and volunteer projects are excellent ways to show how United Way dollars are working in our community.

Video

United Way’s 2012 “Be the CHANGE” campaign video highlights local donors and ways they GIVE, ADVOCATE, and VOLUNTEER.

Campaign Marketing Materials

United Way of Saginaw County offers an array of high-quality printed and electronic materials available at no charge! This comprehensive approach helps to inform, excite and recognize donors and publicize your campaign. Talk to your assigned United Way staff member for more details.

Provide Incentives Fun incentives can motivate increased personal gifts from associates. Solicit donations or think of low-cost rewards.

Promoting your campaign - Make your annual campaign, a short, fun-filled event, that gives everyone the chance to get involved. Inform employees of campaign dates and provide them with plenty of information using the following resources:

- ✪ Group Presentations
- ✪ Message from CEO
- ✪ Posters/Flyers
- ✪ Employee Testimonials
- ✪ Food Drives
- ✪ United Way Quiz
- ✪ Company Newsletter
- ✪ Lunchroom Table Tent
- ✪ Payroll Inserts
- ✪ Screen Savers
- ✪ Weekly E-mail Alerts

Incentive Ideas:

- “Leave Work Early” Passes
- “Sleep-in” Passes
- Bonus Days Off
- Extra Half-Hour for Lunch
- Company T-shirts or Gifts
- Gift Cards
- Reserved Parking
- Office/Department Pizza Party
- Tickets to Movies or Special Events

Incentive Strategies:

- Create incentives for first time donors
- Place everyone who contributes via payroll deduction or by a specific date into a drawing
- Throw a party if employees/departments meet a certain goal
- Encourage donors to increase their annual gift
- Create company or department events

Company Event Ideas:

- Departmental Penny Wars
- Casual Days
- Sports Tournaments
- Bake Sales/Popcorn Sales
- Silent Auction
- Company Picnic/Employee Cookout
- Wii Competitions
- CEO Car Washes or other CEO incentives

Speakers

United Way volunteers, program volunteers or volunteer labor representatives are eager to share their stories and are available to speak at your organization! A five-minute presentation by one of these speakers personalizes your employee meeting.

Employee Involvement

Best practices say that is an Employee Campaign Manager should work with a volunteer from each department. This allows input from across the company. Share ideas of what works best for each department within the company. Brainstorm with volunteers to plan campaign kick-off and implementation of your campaign.

Themes

Our 2012 theme is “Be the CHANGE. LIVE UNITED.” and our campaign materials reflect this message. You may use this theme or create your own. Weave your theme into campaign events and materials using the United Way logo. We encourage you to be creative and unique.

Examples of past themes:

★ Sports ★ Reality TV Shows ★ Game Shows ★ Current Events ★ Office Events

United Way of Saginaw County Best Practices Yeo & Yeo CPAs & Business Consultants

- 100% employee participation
- Employees celebrated their campaign success with picnic where principal owners provided, grilled and served lunch
- Yeo & Yeo encourages employees to get involved with United Way and the community on many levels, through giving, advocating and volunteering



United Way of Saginaw County Best Practices Frankenmuth Insurance

- Campaign team chooses a new, fun theme each year - creating an exciting atmosphere and bringing out camaraderie within the office
- Group tries to top what they have done in the past
- Past themes have included: Olympics, Frankenmuth Idol, Game Shows and more



The 20 Minute Employee Group Meeting

Group meetings are the most effective way to reach all employees in an organization and make the most efficient use of time. It can take as little as 20 minutes to convey the key messages to your group, make the “ask”, include an Agency Representative, and/or show the United Way video:

Item	Presenter	Time	Purpose
Opening Remarks	Employee Campaign Manager	1 minute	Welcomes everyone and states the reason for the meeting.
CEO Endorsement	CEO/Key Executive	1 minute	Demonstrates the support of the organization and its leaders.
Campaign Video	Introduced by the ECM/ United Way Representative	5 minutes	Thanks previous donors and sets the tone and focus.
Success Story	United Way Representative	5 minutes	Provides a concrete example of a community need fulfilled.
United Way Overview	United Way Staff	5 minutes	Shares the scope of the needs and illustrates United Way's unique approaches.
Ask for Donations	United Way Staff	2 minutes	Solicits the support of individual donors.
Closing Comments & Thanks	United Way Staff	1 minute	Expresses gratitude for their time and their participation

Whenever possible, incorporate the United Way presentation into an existing staff meeting. As employees enter the meeting, distribute pledge cards with a copy of the United Way brochure. Employees should turn them in before the end of the meeting whenever possible. The employee's signature is required for payroll deduction. If employees miss the meeting, be sure that a member of your campaign team visits them for a one-on-one contact. Discuss with your United Way staff member ways to adapt group meetings into any environment.

Direct Communication

One other approach to complement campaign communication is to contact employees individually, with personal letters or emails explaining the campaign, United Way activities and how they can participate. Short United Way videos are available to incorporate in your email messages.

One more thing: If your organization provides a matching gift, be sure to include a reminder in your communication to employees. “Remember, (Company) will match your contribution dollar for dollar!”

3. Employee Giving Options

- Payroll Deduction
 - Enroll through your workplace campaign.
 - Give a little every pay period for a larger annual gift.
- Credit Card (\$50 minimum gift)
 - Use your Visa or MasterCard.
 - United Way charges the credit card upon receipt of the pledge card.
- Cash or Check
 - Give a one-time gift.
 - Make checks payable to United Way of Saginaw County.
 - Tip: Use your debit card instead of writing a check – instant tax receipting! Just use your bank statement as documentation.
- Donation of stocks or mutual funds(s).
 - Transfer stocks or securities through your investment firm.
 - Call Tracy Aldrich, Director of Finance at 989-776-0544
- Scheduled billing (\$100 minimum gift)
 - Select a one-time annual charge, a quarterly charge or a monthly charge.

United Way of Saginaw County Best Practices
Rehmann

- Focus on the firm's core value of "Putting People First"
- Encourage associates to get involved with community organizations that matter most to them
- Last year, Rehmann engaged another CPA firm in a friendly wager to see who could raise more for United Way of Saginaw County



4. Wrapping Up

You will want to have a formal “wrap up” of your campaign, announcing the results and thanking donors and participants.

- Announce campaign results and accomplishments through newsletters, internet, e-mail, voice-mail or a memo
- Blanket bulletin boards and lunch rooms with “thank you” messages. United Way provides a “thank you” poster, as well.
- Post photos of employees participating in campaign events
- Include a special message with payroll staffers

Thank You

The two simple words “thank you” not only show appreciation, but also set the tone for year-round communication and next year’s campaign. You can also build more support for future campaigns by acknowledging the work of your campaign committee, as well as each employee that contributes.

Ideas To Thank Your Campaign Committee

- Ask the President/CEO to host an appreciation breakfast/lunch for the campaign committee.
- Create certificates of appreciation for each member of your committee.
- Give event tickets to each campaign committee member.

Ideas To Thank Donors

- Ask top management to send thank you notes to all donors.
- Sponsor a “thank you” breakfast, luncheon or reception for campaign participants.
- Distribute company pens, mugs, certificates, awards, buttons or note pads to volunteers and contributors.
- Acknowledge donors at an all-employee meeting.
- Share your pictures and success stories with Kelly Johnson (kjohnson@unitedwaysaginaw.org) to be included in the United Way e-newsletter

