



UNITED WAY
Utah County

CAMPAIGN LEADERS RESOURCES



CAMPAIGN LEADERS RESOURCES

TABLE OF CONTENTS

EMPLOYEE GIVING CAMPAIGN RESOURCES

Campaign Best Practices **1**

Campaign Checklist **2**

Leadership Best Practices **3**

Fun Campaign Activities **4**

Fundraising Resources **5**

ABOUT UNITED WAY

Community Assessment Summary **6**

Recognition Levels **7**

TIPS FOR CAMPAIGN SUCCESS



INVOLVE YOUR CEO/PRESIDENT.

A successful campaign starts with support and engagement from company leaders. An involved CEO will do the following to help the campaign:

- Meet with a United Way board member or United Way CEO before the campaign runs
- Donate at the leadership level (\$1,000+)
- Appoint an internal campaign leader & support the campaign committee
- Voice support and participate in campaign activities
- Aim to create a company culture of giving

APPOINT AN ENGAGED CAMPAIGN LEADER.

Your company's campaign leader should be appointed by the CEO or leadership team. This person will lead the campaign committee and overall effort. The campaign leader's role is described below:

- Lead by example in giving and engagement
- Curate meaningful opportunities for employees to engage in the campaign
- Utilize a campaign committee with representatives from multiple departments
- Communicate effectively, ensuring all employees are invited to participate and are informed about United Way's response to community needs

CREATE A CAMPAIGN COMMITTEE.

Having a solid framework of employees to help lead the effort will enhance your campaign with diverse ideas, increased support, and bandwidth to do more. The committee should be composed of champions/representatives from different departments. Their role is primarily to help with:

- Communications/spreading the word
- Planning activities
- Appoint a leadership giving champion

HOLD GROUP MEETINGS & INFORM STAFF.

- Bring staff together for a group meeting where the CEO/management can endorse the company's involvement in the campaign.
- Invite a United Way representative to speak about the impact of donations
- Give the campaign leader time to explain campaign activities and how to donate

HAVE A COMMUNICATION PLAN DURING THE CAMPAIGN.

- Ensure all employees are contacted and asked to participate
- Determine which channels you will utilize to spread the word/communicate to employees (e.g., email, internal website, posters in the office, social media, etc.)

- Work together with United Way staff to collect and share stories, photos, and other content
- Follow up periodically throughout the campaign (e.g., send a video and reminder at the halfway point)

ENGAGE YOUR MANAGEMENT TEAM.

Managers can significantly impact a campaign by helping engage their departments' employees. Some advice to managers:

- Set goals to increase % participation in your department
- Hold competitions with other teams
- Set up a service activity or presentation for your employees
- Invite leaders and managers to give at the leadership level (\$1,000+)

THANK/RECOGNIZE THOSE WHO HELP MAKE THE CAMPAIGN A SUCCESS

- Examples: Hold a thank-you lunch or ice cream social, recognize departments, pass out incentive gifts, send out thank you notes

ENCOURAGE ENGAGEMENT THROUGHOUT THE YEAR.

- Examples: Invite new hires to sign up for payroll deduction, participate in Day of Caring, Sub for Santa, & other volunteer activities
- Set up tours of United Way and partner agencies for leadership donors in your company

PLANNING YOUR

EMPLOYEE GIVING CAMPAIGN

Thank you for partnering with United Way! This is a suggested timeline and checklist for Campaign Leaders as you plan your employee campaign.

3-4 MONTHS BEFORE CAMPAIGN

- United Way may reach out to you for help scheduling a CEO visit before your campaign. A United Way board member or CEO will visit your CEO or leadership to discuss how they can support the campaign.
- Determine the timeline of your campaign.
- Recruit your campaign committee or department representatives.

2-3 MONTHS BEFORE CAMPAIGN

- Meet with United Way staff to discuss the plan for your campaign.
- Plan your kick-off event, campaign dates, and thank yous for donors.
- Plan activities and incentives.
- Set a goal for the number of leadership givers.
- Organize a tour of United Way for campaign committee, managers, and employees that give over \$500 to build excitement for the campaign.
- Participate in a United Way tour with your campaign committee.

1 MONTH BEFORE CAMPAIGN

- Create your own communication plan to share information about the campaign with your employees.
- Work with United Way to gather stories, photos, or videos for your communications. United Way can make custom email templates for you.
- Schedule a leadership/managers meeting to introduce the campaign.
- Schedule group presentations with a United Way representative.
- Create a website for collecting employee pledges.
- Bi weekly campaign check-ins with United Way rep and Campaign Committee.

1-2 WEEKS BEFORE CAMPAIGN

- Send out highlights of United Way programs; Promote Donor Affinity Groups (Women United, Emerging Leaders, Leadership Giving).
- Confirm your website for collecting payroll deduction sign-ups is up to date.
- Pick up United Way pledge forms or handouts, if needed.

DURING CAMPAIGN

- Ask all employees to give during group meetings and/or email communication.
- Share United Way videos and stories as you remind employees to donate.
- Maintain momentum by offering incentives and updating the team on progress towards your goal.
- Take photos of your campaign events and tag @unitedwayuc. United Way can also spotlight your team on social media!
- Invite leaders and managers to give at the leadership level.

AFTER CAMPAIGN

- Confirm payroll deduction sign-ups and totals with United Way. If cash, checks, or paper pledge forms were collected, arrange a time to review.
- Share the results and thank employees for donating.
- Ensure payroll deduction sign-up information is sent to your company's payroll staff.
- Meet with your committee to review the results and evaluate your plans for next year.**
- Organize a tour of United Way of partner agency for leadership donors in your company.

YEAR-ROUND INITIATIVES TO KEEP UNITED WAY OF UTAH COUNTY IN FRONT OF EMPLOYEES' MINDS

- Q1: Participate in Quarterly company volunteer project. Keep in contact.
- Q2: Host an event focused on a specific non-profit or aim of United Way, ex: *Casual Dress Day with proceeds going to a non-profit, book drive for EveryDay Learners, etc.*
- Q3: Participate in United Way's Day of Caring (*This is when most companies run their employee giving campaigns*).
- Q4: Participate with Sub for Santa.
- Events:** EveryDay Strong Resilience Training, Emerging Leaders Society, and Women United.
- Tours:** South Franklin Community Center, Partner Agencies, United Way main offices, Community Action and Services Food Bank.
- Invite new hires to sign up for payroll deductions during orientation.
- Keep in contact with your UW rep on volunteer opportunities and community initiatives.

EXECUTIVE LEADERSHIP

Drives Your Employee Giving Campaign

The strongest campaigns involve leadership at all levels, positively impacting employee morale and building a culture of giving in the company. Success begins with the CEO's involvement and extends to all other department heads and team leads.



How can you influence your campaign as a committed CEO or executive leadership team?

1

Make a leadership-level gift of \$1,000+

- Invite leadership/management teams to give at leadership level (\$1,000+)

2

Voice your support

- Hold a campaign meeting and share why you like to give
- Send out an email to every employee inviting them to give
- Stay informed on current community needs and United Way's programs

3

Strengthen the campaign committee

- Appoint a campaign leader and committee who can plan communications and activities
- Provide time and resources for campaign activities

4

Create a culture of giving

- Set a company-wide goal for % participation or \$ amount
- Communicate effectively and ensure all employees are contacted and asked to participate
- Thank and recognize those who helped make the campaign a success

FUNDRAISING ACTIVITIES

These ideas can help incentivize employees to donate by making it fun! Work with your United Way contact to brainstorm the best way to cater these activities to your business's style. Activities can be made remote, incorporated into a fun theme, or combined with other businesses!



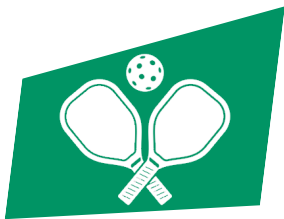
SILENT AUCTION



PRIZE INCENTIVES



GAMES



SPORTS TOURNAMENT



POTLUCK



COMPANY
FUN RUN

MONDAY

Campaign Kick-Off: Host an all-employee event to announce the campaign. Your CEO and someone from United Way can speak. Announce your campaign goals. Consider a breakfast, lunch, snack, or door prizes incentive. Email the link or share a QR code for employees to donate that day!

Invite all teams to give a **few minutes in their regular meetings** to promote the campaign and share a United Way video.

TUESDAY

Email a video of your CEO sharing why your company gives back or the CEO can send an email to all employees. Be sure to include the link or instructions to give.

Send out **United Way program trivia**. Those who answer correctly are entered to win a prize.

WEDNESDAY

Use your company's **Slack, Teams, or chat channels** to promote the campaign. Remind how to give and if you are offering any incentives.

Email all employees an update on where you are towards your goal. **Share United Way videos and impact stats.**

THURSDAY

Invite teams to take a **tour of the United Way** programs to learn more about how their donation is used.

Hold an event that employees can participate in if they donate. For example: ping-pong tournament, silent auction of items/services from employees, cook-off, etc.

FRIDAY

Email and chat a final reminder to donate. Didn't quite hit your goal? Ask leadership to send out another message about why they give.

Closing Celebration: Invite all employees who donated to stop by to pick up a treat or host your final event like a Live Auction and lunch to give your campaign one final push. Announce the results of your campaign and thank your employees.

UNITED WAY FUNDRAISING RESOURCES

Utilize these United Way resources to help incentivize and educate employees during the campaign.

UNITED WAY SWAG



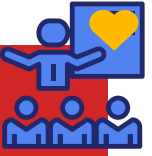
Purchase discounted swag through United Way to give away as prizes during the campaign (ex: shirts, hats, chapstick, etc.).

COMMUNITY ASSESSMENT



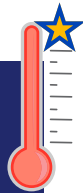
Hear United Way of Utah County's CEO analyze research on community issues. Learn about discoveries United Way has made regarding real people's education, health, and income-related needs in Utah County.

MENTAL HEALTH TRAINING



Receive a training from the EveryDay Strong Director on how to support children and teens struggling with mental health issues.

PROMOTIONAL MATERIALS AND COMMUNICATIONS



Utilize United Way graphics and email templates to communicate with staff during the campaign. Display United Way banners, campaign posters, and a goal thermometer to help your employees learn about the campaign.

VOLUNTEER OPPORTUNITIES



United Way can provide community service projects for corporate groups. Projects can be catered to group size, location, budget, in/out of office, etc.



DONOR SOCIETIES

Donor Societies offer employees an opportunity to come together across organizations in a spirit of philanthropy. Each society hosts its own special events throughout the year and has specific criteria to join.



EMERGING LEADERS SOCIETY (AGES 25-40)

Donate \$200+ annually

A group for young professionals who connect, volunteer, and give back to their community through fun and educational events.



LEADERSHIP GIVERS

Donate \$1,000+ annually

As a leader in our community, we want to thank you for your impact. Receive frequent updates on our community and join with other community leaders to increase our collective good.



TOCQUEVILLE SOCIETY

Donate \$10,000+ annually

Join with other philanthropists in improving lives and creating lasting change through your leadership and influence.

UNITED WAY IN 2024

Every few years, United Way of Utah County completes a Community Needs Assessment to help us understand what is needed most and rising issues in our community.



EVERYDAY LEARNERS

Fostering childhood literacy and early education

Current Needs: The 2020s has brought performance decreases on student participation and academic achievement on Utah assessments.

Performance drop is seen across all grades, subject areas, and student groups. **Kindergarten readiness and 3rd grade reading scores have declined**



EVERYDAY STRONG

Supporting youth with anxiety and depression

Current Needs: More kids are experiencing **depression and anxiety** than ever before. Nearly **one-third of our kids** reported feeling sad or hopeless for two weeks or more in a row during the past 12 months that they stopped doing normal activities.

Feelings of loneliness and isolation are increasing among teens and adults in Utah.

United Way programs and our trusted nonprofit partners help address the growing and changing needs of our community. Some of the ways your donation helps our community include:

109,000 LIVES
IMPACTED BY
EVERYDAY STRONG
RESILIENCE PROGRAM



3.9 MILLION MEALS
DISTRIBUTED THROUGH COMMUNITY
ACTION SERVICES AND FOOD BANK



CORPORATE AND EMPLOYEE GIVING RECOGNITION

Your company's corporate gift, sponsorship, or employee fundraising makes a difference in our community. Thank you for supporting education, emotional health, and financial stability in Utah County!

We've tailored our recognition packages to give your company the most value for your donation.



RECOGNITION BENEFIT	\$100K	\$50K	\$25K	\$10K	\$5K	\$1K
Reach Thousands with Printed Materials						
Logo or name placement on Campaign Brochure	●	●	●	●	●	
Recognition at United Way buildings	●	●	●	●	●	
Name listed on United Way Letterhead	●	●				
Recognition at Day of Caring	●	●	●	●	●	
Increase Brand Visibility Online						
Listed on website with link to your site	●	●	●	●	●	●
Featured listing on website	●	●	●			
Social media mention	●	●	●	●	●	
Featured social media post (LinkedIn, Instagram, Facebook)	●	●	●			
Logo on United Way newsletter	●					
Featured highlight in United Way newsletter	●	●				
Recognition in digital Annual Report	●	●	●	●		
Influence Our Community Through Leadership Opportunities						
Board Position Invitation	●					
Committee Position Invitation	●	●				
See Your Impact						
Annual report of people served	●	●	●	●	●	●
Quarterly updates on programs	●	●	●			
Invitation to Exclusive Events						
Invitation to corporate partner events and tours	●	●	●	●	●	
CEO invited to serve breakfast at Day of Caring with other VIPs	●	●	●			
Exclusive Access to Volunteer Opportunities						
Get your first pick of volunteer opportunities for Day of Caring and Sub for Santa	●	●	●			
Custom volunteer projects throughout the year	●	●	●	●	●	●

Please contact janieb@unitedwayuc.org or 801-691-5343 to discuss recognition and sponsorship packages.

